

BUSINESS  
WEEK

JUNE  
1946

MANUFACTURERS  
Record

10 OUTLAYS

DALLAS Southwest  
\$3,000,000,000  
FORTIFIED Market

THE  
United  
States  
NEWS

PRICE 15 CENTS  
SHOWDOWN  
BOOMS: 19

NATION'S  
BUSINESS

The DALLAS Southwest  
\$13,000,000,000  
FORTIFIED Market

1946  
SALES  
Management



.. in The Nation's  
SPOTLIGHT

MODERN Industry

Fortune  
1946



● Our Dallas offices bring you new ideas in the application of General Motors Diesel Engines or Continental Red Seal Gas, Gasoline or Butane Engines to solve your power problems.

#### CREATIVE POWER ENGINEERING

Throughout Texas Stewart & Stevenson engineered power units are saving their owners money every day. These compact installations pump water to irrigate Texas farm lands at unbelievably low cost... furnish power to manufacture ice for 25c per ton... air-condition 800-capacity theatres for 12c per hour... saw lumber for as low as \$2.00 per 15,000 board feet... gin cotton for less than 9c per bale. To the oil industry Stewart & Stevenson offers flexible, compact, portable D. C. Diesel generator sets

as well as power units for mechanical drives suitable for powering any type of drilling rig. There is also a complete line of rig lighting plants, auxiliaries and utility units for other oil field operations.

#### PERHAPS WE CAN HELP YOU

No matter how small or large your power needs, it will pay you to call upon the engineering resourcefulness and application flexibility offered by this company. Just call our Dallas office whenever you need service, repairs, new power machinery, or free engineering assistance.

## STEWART & STEVENSON SERVICES

4801 Lemmon Avenue (at Cotton Belt Underpass) ... Dallas, Texas

PHONE LOGAN-6-6649

Main Office and Plant ... 4516 Harrisburg Boulevard, Houston 2, Texas  
Branches in Principal Texas Cities

Distributors for

G. M. DIESEL ENGINES • CONTINENTAL RED SEAL ENGINES  
HALLETT DIESEL ENGINES

Complete Stock of Engines Now Ready for Delivery  
Write for Descriptive Literature



# WHO and WHAT ...is a Realtor?

WEBSTER'S New International Dictionary, Second Edition Unabridged, defines the word "realtor" as . . . *"A real estate broker who is an active member of a local board having membership in the National Association of Real Estate Boards, an organization incorporated in 1908, for the advancement of the interests of real estate brokers and the protection of the public from unprincipled agents or brokers."*

YES, "realtor" is a copyrighted word . . . copyright is held by the National Association of Real Estate Boards and only active members of this association are permitted to use the term.

The REALTORS of Greater Dallas, members of the Dallas Real Estate Board, announce a new service for buyers or sellers of industrial, commercial or residential real estate.

Because *not* all real estate agents are REALTORS, the Dallas Real Estate Board has adopted the certification seal shown on the right to identify its members.

## INSIST ON THE SEAL BEFORE YOU CLOSE THE DEAL

Whether you buy or sell, you can always depend on a REALTOR . . . there is no obligation on your part in discussing your problems with him.

BEAR IN MIND . . . the REALTOR is working for YOU and your best interests. Look for the seal of CERTIFIED REALTOR SERVICE. INSIST ON THE SEAL BEFORE YOU CLOSE THE DEAL!



**A Realtor's Seal on a Realty Deal  
Means EXPERT REAL ESTATE  
SERVICE**

No one can use the term "Realtor" except authorized members of the National Association of Real Estate Boards. For your protection, Dallas Realtors certify their sales contracts and leases with this Seal—a symbol of integrity in the ethical handling of real estate transactions.

# DALLAS REAL ESTATE BOARD

1101 COMMERCE STREET

RIVERSIDE-3029





## BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1869 PADGITT BROS. COMPANY**

Leather Goods—  
Wholesale and Retail

**1869 THE SCHOELLKOPF COMPANY**

Manufacturers and Wholesale  
Distributors

**1872 DALLAS RAILWAY & TERMINAL CO.**

Street Railway

**1872 SANGER BROS.**

Retail Department Store

**1875 DALLAS TRANS. & TERM. WHSE. CO.**

Warehousing, Transportation  
and Distribution

**1875 FIRST NATIONAL BANK IN DALLAS**

Banking

**1876 TREZEVANT & COCHRAN**

Insurance General Agents

**1876 FAKES & COMPANY**

Home Furnishings

**1885 MOSHER STEEL COMPANY**

Structural Reinforcing  
Steel and Machinery Repairs

Established

**1889 J. W. LINDSLEY & COMPANY**

Real Estate, Insurance

**1889 METZGER'S DAIRY**

Dairy Products, Wholesale  
and Retail

**1890 WILLIAM S. HENSON, INC.**

Printing and Advertising

**1893 FLEMING & SONS, INC.**

Manufacturers—Paper and  
Paper Products

**1899 DALLAS PLUMBING COMPANY, INC.**

Plumbers

**1900 JOHN DEERE FLOW CO.**

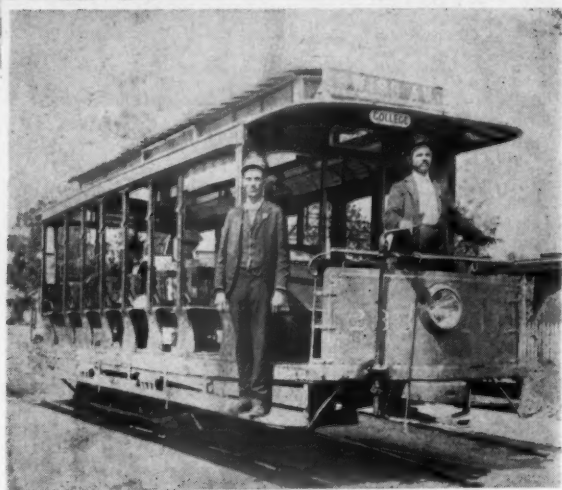
Agricultural Implements

**1902 CULLUM & BOREN COMPANY**

Wholesale and Retail  
Sporting Goods

**1903 DALLAS NATIONAL BANK**

Banking



Dallas had its first public transportation system nearly three-quarters of a century ago. In those days equipment consisted of two mule-drawn cars which operated over a single line up and down Main Street between Market and the Houston & Texas Central Railroad tracks. "Modernization" came with the installation of mechanized equipment. The picture above, made in 1903, shows one of Dallas' first summer trolleys.

Established

**1903 ACME SCREEN COMPANY**

Ac-Ka-Me Products, Insect  
Screens, Cabinets, Lockers,  
Boxes and Venetian Blinds

**1903 REPUBLIC INSURANCE COMPANY**

Writing Fire, Tornado, Allied  
Lines Automobile and Inland  
Marine Insurance

**1903 FIRST TEX. CHEMICAL MFG. CO.**

Pharmaceutical Manufacturers

**1904 ATLAS METAL WORKS**

Sheet and Metal Manufacturers

Established

**1906 HESSE ENVELOPE COMPANY**

Manufacturers of Envelopes  
and File Folders

**1909 THE SOUTHERN SUPPLY COMPANY**

Wholesale Hardware and  
Industrial Supplies

**1911 GRAHAM-BROWN SHOE COMPANY**

Manufacturing  
Wholesalers

**1912 STEWART OFFICE SUPPLY COMPANY**

Stationers—Office Outfitters

**1914 TEXAS EMPLOYERS INSURANCE ASS'N**

Workmen's Compensation  
Insurance





# DALLAS

VOLUME 25

JUNE, 1946

NUMBER 6

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON . . . . . Editor  
THOMAS J. McHALE . Advertising Manager



Member Southwestern Association  
of  
Industrial Editors

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## DALLAS CHAMBER OF COMMERCE

**OFFICERS:** B. F. McLain, President; Holmes Green, R. G. McCord, and Clyde L. Stewart, Vice Presidents; Eugene McElvaney, Treasurer; and George Waverley Briggs, National Councilor.

**DIRECTORS:** Austin F. Allen, Theo P. Beasley, O. S. Boggess, Milton Brown, W. R. Burns, W. B. Clayton, Henry E. English, Fred F. Florence, Holmes Green, D. A. Hulcy, D. A. Little, Stanley Marcus, R. G. McCord, B. F. McLain, Harry S. Moss, J. B. Orand, Lawrence S. Pollock, Julius Schepps, Clyde L. Stewart, J. C. Tenison, William H. Wildes, and James K. Wilson.

**STAFF:** J. Ben Critz, Vice President and General Manager; Cashier, Velma Boswell; Convention Department, Z. E. Black; Foreign Trade Department, Roy Jenkins; Highway Department, R. M. Clift; Industrial Department, Andrew W. DeShong; Information Department, Jay Little; Manufacturers' and Wholesalers' Department, Mark Hannon; Membership Department, Hugh Sawyer; Publicity Department, Clifton Blackmon; Retail Department, R. C. Dolbin; Transportation Department, Sam Goodstein; and Business Manager, Sam Tobolowsky.

DALLAS • JUNE, 1946

**WISHING..**  
*is not enough*



## AN ADEQUATE WELL WATER SYSTEM

1946 will see the industrial and economic development of Texas as never before. New companies will be formed—old ones will be expanded.

To function properly these concerns must have an adequate water supply.

Check up on your water needs now—and plan an adequate well water system—one that will meet your future requirements.

Layne-Texas Company engineers will gladly work with you.



# Serving Industry

THROUGH EMPLOYEE AND EMPLOYER  
PROTECTION



W. E. CURBY



DEWEY T. McDONALD



BILL HAMILTON



DAN HALL



H. C. CHRISTOPHER  
Manager



RAY EARTHMAN  
Asst. Manager



GORDON D. COLE



W. ANGIE SMITH, III



W. HARRISON BAKER, JR.



MARSHALL MCCAIN



TED T. TEEL



GRADY GASTON



PAT M. CHANDLER



TRACY W. PUTNAM

● Group and Individual Hospitalization

● Group and Individual Accident and Health

● Group and Individual Life

● Group Salary Savings

## OUR DALLAS AGENCY

—and offices in other major cities serve the industries of the Dallas Southwest. As pioneers in the field of hospitalization, we offer the counsel of our representatives, based on years of experience in the group and individual insurance field.

# THE AMERICAN HOSPITAL & LIFE INSURANCE COMPANY

S. E. McCRELESS, President

Dallas Office: Tower Petroleum Building  
HOME OFFICE... SAN ANTONIO, TEXAS

# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## Congressional Commentary

**P**OLITICALLY minded Washington, harassed and distressed for many weeks by the severe coal strike, literally sat up and took notice on the morning of Sunday, May 12, when a full-page advertisement appeared in the *Washington Post* under the arresting headline: "By the grace of God, geography, and lots of natural gas." The advertisement was signed "Dallas Chamber of Commerce"; and the many political leaders in Washington who read other metropolitan newspapers were further impressed by the appearance of the identical full-page advertisement in the *New York Times* on May 11 and the *New York Herald-Tribune* on May 14.

The advertisement set forth, in "no spirit of gloating or feeling of superiority," the conspicuous advantages enjoyed by the Dallas Southwest because of the abundant supply of natural gas and other resources, as compared with "the desperate problems born of the coal strike" and the "privations and economic distresses" which periodically agitate the North and East and Midwest. The Dallas Chamber of Commerce found good reason, therefore, to assert that "industry's thoughts and plans are focused on Dallas and the Southwest—the great industrial frontier and America's No. 1 region of opportunity."

A timely and compelling exposition of economic conditions in the Southwest, the advertisement gave a heartening lift to Texans in Washington, as well as to others from the Southwest. Congressman Wright Patman of the Texarkana district promptly inserted the entire statement in the *Congressional Record*; and meanwhile the Washington office of the Dallas Chamber of Commerce received many

letters and telephone calls from members of Congress and others, expressing interest and appreciation. A quick summary of some of the comments may be of interest.

Congressman J. M. Combs of the Beaumont and Port Arthur district wrote, in part: "It is a fine advertisement, calling attention to the special advantages of our section. No Texan can read it without a feeling of pride, nor contemplate the many advantages we possess without a feeling of profound thankfulness 'for our many blessings.' Surely we in Texas are privileged to live in a favored land." And Congressman Bob Poage of the Waco district wrote to report that the advertisement was "indeed interesting," and he agreed that "it is helpful to our section of the country to have these statements brought to the attention of the people up here."

That the advertisement appeared at an opportune time was the point emphasized by Congressman O. C. Fisher of the San Angelo district. "This is an excellent composition," he wrote, "and comes at a time when America must be looking for a substitute for coal as a means of removing some of the uncertainties of the future." And Congressman Fritz G. Lanham of the Fort Worth district, declaring he "was quite impressed with it," wrote further: "There is no doubt but that we have the most wonderful section of this country and the greatest one in potential resources. My hope is that those who may be attracted to our wonderful Southwest will be good sound Americans who believe in the principles to which you and I cling so firmly."

Dallas' own Congressman, Hatton W. Sumners, declared that the advertisement not only was "a fine exposition of the economic advantages of the Southwest" but was also "a lucid expression of a

**EDITOR'S NOTE:** For more about the "natural gas ad" of the Dallas Chamber of Commerce, see pages 8 to 10.

sound political philosophy as well." Congressman John E. Lyle, Jr., of the Corpus Christi district, noting the advertisement's reference to "the recurring crises which have confronted the congested industrial areas of the North, East, and Midwest," commented that "the advertisement brought into sharp focus the acute need for decentralization of industry," adding: "The political power of organized minorities would be considerably reduced if industry were dispersed instead of concentrated. The Dallas Chamber of Commerce statement, therefore, is a cogent argument not only for a more balanced national economy but also for better government."

Congressman Ed Gossett of the Wichita Falls district sounded a warning to troublesome elements in the areas of economic and political unrest. He wrote: "The Dallas Chamber of Commerce advertisement was a timely reminder to the big industries and big labor unions of the Northeast that they do not have a monopoly on the nation's resources. They should take warning that their domination of a nation's economy is already slipping." And Congressman Tom Pickett of the Palestine district asserted that the advertisement was "one of the most succinct representations of the great economic advantages of the Texas area that has ever appeared in public print."

Congressman Eugene Worley of the Amarillo district took note of the critical unbalance which exists in the nation's industrial structure and made this significant observation: "The need of the Southwest for more industry is certainly no more pronounced than the need of the Northeast for less. The congestion of industry and population in a relatively small area dependent primarily upon coal is weakening the national economy. Proper utilization by industry of the vast natural resources of the Southwest would strengthen the economic system of the entire nation, and would help to relieve political pressures as well." Commented Speaker Sam Rayburn: "It certainly will not do the Southwest any harm when the people of the country know that regardless of coal an abundance of fuel is awaiting them if they want to start and build with us in the great Southwest."

This cross-section of opinion among members of the Texas delegation in the House of Representatives reflects the attitude taken toward the advertisement by Congressmen from the Southwest generally. Letters and telephone calls received by the Washington office of the Dallas

(Continued on Page 70)



# Dallas Advertising Coup

By the grace of God, geography,  
and lots of natural gas...

The Bureau of Public Affairs, Dallas Chamber of Commerce, has prepared this advertisement for the purpose of showing the advantages of natural gas and oil in the Dallas Southwest. It is a timely advertisement in view of the coal crisis which is now being experienced in the East, North and Mid-West of the United States. The advertisement is being distributed to the Dallas Southwest and is being placed in the Dallas Southwest and is being placed in the Dallas Southwest.

DALLAS CHAMBER OF COMMERCE  
DALLAS, TEXAS

**B**Y the grace of God, geography and lots of natural gas . . .

With this caption, the Dallas Chamber of Commerce made a timely advertising tie-in last month with the coal crisis to remind American industry in the dimmed-out East, North and Mid-West of the abundance of natural gas and oil for fuel and power in the Dallas Southwest.

Shooting for a bull's-eye at the psychological moment—when the coal strike was the No. 1 news story of the day—the Dallas Chamber inserted full-page advertisements in the New York Times, New York Herald Tribune, and Washington Post, and half-pages in the Wall Street Journal and the Chicago Journal of Commerce.

The nation's industrialists grappling with the coal crisis had their attention further focused on the Dallas Southwest's storehouse of oil and natural gas by reprints of the full-page advertisement which were mailed to more than 4,000 industrial prospects throughout the country. Reprints were also sent to every newspaper and Chamber of Commerce in the Dallas Southwest. During the week the ad appeared in the New York, Washington and Chicago newspapers, copies were distributed at meetings of the Dallas luncheon clubs.

The rapid-fire, newspaper campaign to take advantage of an opportunity at hand was sandwiched in the advertising program the Dallas Chamber is currently sponsoring in national magazines. Like the magazine ads, the special advertisement followed the policy of the Dallas Chamber in making a regional approach in copy theme. It was phrased to cite ad-

vantages available for industry not only in Dallas but in the entire Dallas Southwest.

The stroke of timing generated widespread comment, and made news. The United Press carried the story. Newspapers published news items and editorial comment. Advertising publications, including "Advertising Age", "Tide", and "Editor & Publisher", found the ad campaign newsworthy. "Business Week" took notice and reported the timely effort to its readers. The Congressional Record published the copy in its entirety.

Although emphasis was placed upon the abundance of low-cost fuel and power from natural gas and oil as a reason industry is coming to the Dallas Southwest, the Chamber advertisement called attention to other advantages including efficient labor, ideal industrial climate, superior transportation and communication facilities, favorable location of Dallas, and the youth and vitality of the Dallas Southwest.

Reflecting Dallas' rate of growth, the fastest in the city's history, business statistics were included in the advertisement to show trends. By month's end, the statistics were even more impressive than those available at the time the advertisement was run.

Revealing further acceleration of Dallas growth, the total of new business enterprises established in Dallas this year had jumped from 576 at the time the ad was published to 797 as of May 31. Available figures showed that construction contract awards, reported in the ad as totaling \$23,485,000 for the first quarter of 1946, increased by \$12,014,000 during April for a total of \$35,499,000 for the first four months of the year.

Bank debits increased 13.1 per cent for the first four months of this year over the same period of last year. Bank clearings gained 21.1 per cent for the first four months, postal receipts were up 7.6 per cent, and street railway revenue passengers showed an increase of 4.2 per cent. Revealing the city's consistent growth, utility connections also showed gains. Electric meters increased to 108,983 as of April 30, an increase of 2.6 per cent over the total on the corresponding date of last

year. Water meters increased to 95,194 as of April 30, a gain of 5.5 per cent. Latest available figures show that 14,596 new telephones have been installed in Dallas since September 1, 1945, bringing the total subscribers to 140,648 as of May 31. The Southwestern Bell Telephone Company reports a total of 16,964 active applications for telephone service as of May 31.

Stirring up as much interest at home and throughout the Dallas Southwest as in the East and North, the advertisement brought comment from many Chambers of Commerce. Typical was that of W. N. Blanton, executive vice president of the Houston Chamber of Commerce, who wrote J. Ben Critz, Dallas Chamber vice president and general manager: "You are doing a grand job for all of the Southwest and I join with other cities in expressing deepest appreciation for this magnificent leadership."

Telegraphed D. W. Carlton of the Hotel New Yorker: "Congratulations on full-page advertisements appearing in New York daily papers exemplifying advantages in great Southwest and Dallas in using good clean gas instead of coal. Was very timely and appropriate. Liberal comments from many sources on the strategic piece of promotion. Progressive Dallas should benefit from these ads materially."

A letter from Harley L. McDevitt of National Geographic Magazine said: "Truly it is one of the finest advertisements we have ever seen, and we would like to write complimenting you on the power and force of the copy."

Comments of Dallas business leaders on the advertisement included those of the following:

... This is very fine publicity for Dallas.  
W. G. VOLLMER  
President, Texas & Pacific Railway

... This is a good time for such advertising for Texas.

CHARLES R. MOORE  
President  
Austin Bridge Company

This is a very well prepared ad, and, as it ran during the coal strike, it is certainly a very

**WIDESPREAD INTEREST** in "natural gas" ad was expressed in a variety of ways as indicated by pictorial on opposite page. Photographs show display of ad in window of James K. Wilson Company (bottom) and an counter in office of the Vacolite Company (top), picturing Mrs. Lloyd I. Bloom, left, and Miss Iris Elliott.

[illegible]

**EAST TEXAS**  
EXHIBIT OF COMMERCE

May 23, 1946

Copyright, 1946, by Deane Jones & Co., Inc.

Dear Ben:

Congratulations on Dallas-South  
northern and eastern newspapers in connect  
strike and our industrial advantages. Y  
taking advantage of this situation has a  
favorable attention.

[illegible]

Copyright, 1914, by The New York Times Company.

by the grace of Go  
and lots of natu.

The copy told the rest of the nation how the Dallas South-  
west natural gas and oil re-  
sources.

MOOREHEAD &  
ASSOCIATES  
ARCHITECTS

NEW YORK OFFICE  
100 WALL STREET  
20, N. Y.

**CONGRESSIONAL RECORD**

inge your HA!

car Mr. Critch.  
Recently in the New York Times and in the  
Wall Street Journal, we saw your very remarkable  
advertisement entitled, "say the grace of God, geography,  
and lots of natural gas."  
Truly it is one of the finest advertisements  
we have ever seen, and we would like to write compli-  
menting you on the power and force of the copy.  
Sincerely yours,  
John

**SAN ANTONIO EXPRESS**

**DALLAS FEELS SORRY  
FOR REST OF COUNTRY.**

AT CLEVELAND, OHIO  
NEW YORK, N.Y.

Best and cheapest fuel for in-

**Herald NEW YORK Tribune**



timely insertion, and should have drawn a lot of attention.

**JAMES M. MORONEY**  
Vice President and Secretary  
The Dallas Morning News

...The Chamber has been doing a perfectly marvelous job on publicity.

**W. J. BROWN**  
President  
Titche-Goettinger Company

...It shows the Dallas Chamber of Commerce is on its toes not overlooking a single bet to build Dallas and the Dallas Southwest.

**R. R. MOSER**  
Vice President and General Manager  
Carpenter Paper Company

I think this was a very splendid piece of work and I am sure it is going to be very beneficial to our community.

**F. B. GRIFFIN**  
General Passenger Agent  
Missouri-Kansas-Texas Railroad

• It so happened that I was in New York City when the advertisement appeared, and everywhere I went some one remarked about the timeliness and appeal of the Dallas Chamber of Commerce advertisement.

**LLOYD W. KLINGMAN**  
Agency Manager  
The Equitable Life Assurance Society

...It should make every resident of Dallas proud of our Chamber of Commerce and glad that he is a resident of a city which offers so many opportunities.

**PEARL SMITH**  
District Clerk

...This is indeed a splendid piece of publicity.

**GORDON F. CULLUM**  
Cullum & Boren Company

Your full page advertisement...certainly rings the bell—most timely and thought provoking.

**FRED F. MURRAY**  
President  
Oil Well Supply Company

I was in New York when you ran your recent ad, and I want to congratulate you and tell you that it really hit the "hot" spot. They talked about it in a big way, and it ought to be of tremendous influence. It certainly was a timely and well executed thought.

**LAURENCE S. KAHN**  
E. M. Kahn & Company

The story is a wonderful message and it has been put over in a fine way...

**LESTER P. LORCH**  
Lorch Manufacturing Company

Dallas is getting a lot of favorable publicity and you and your associates are certainly to be congratulated.

**E. L. FLIPPEN**  
President  
First National Bank in Dallas

This is one of the most timely and finest publicity ideas the Chamber has ever put out... It is certainly to the point at the right time.

**OWEN M. MURRAY**  
Chairman of the Board  
Paramount Fire Insurance Company

This is a fine advertisement for Dallas and the Southwest.

**A. F. PILLET**  
President Emeritus  
Republic Insurance Company

I am quite sure these ads will be of great benefit to the State of Texas as well as our city. In fact, it will be an eyeopener to many of the big men in the East.

**R. LIEBMAN**  
President  
Texas Paper Company

I take this occasion to commend and congratulate you on this piece of advertising, and I feel it will be well received by prospective industrialists who may be interested in locating in our section of the country.

**A. H. BAILEY**  
Higginbotham-Bailey Company

...It is one of the best that I have ever read.

**BEN H. WOOTEN**  
Vice President  
Republic National Bank

I have given it a prominent place on the wall of my office so that various visitors may see some of the activities of the Chamber.

**MRS. A. DeCLONIS**  
American Universal Coffee Company

This is a note of congratulations on your alertness in placing the full-page ad in the several eastern newspapers.

**FRED L. HAYNES**  
District Manager  
Dictaphone Corporation

Dallas should reap a lot of benefit from the advertisements.

**J. C. TENISON**  
President  
Dallas National Bank

Congratulations on the brilliant ad about natural gas...such a stroke requires alertness and fast thinking.

**WILL C. GRANT**  
Advertising Director  
Lone Star Gas Company

## Mr. Lewis Cooks the Goose

(Reprinted from Hartford [Conn.] Courant)

The Dallas, Texas, Chamber of Commerce is taking advantage of the still unsettled coal strike to point to the comparatively happy situation of Dallas because it is not dependent on coal as a source of heat or power. Endowed with enormous quantities of natural gas and oil wells, that section cannot be blamed for feeling a trifle exuberant even though with delicate good taste it admits that it does not want to rub it in.

This frank bid to industry to leave the coal-using areas of the United States and move to territory undominated by the beetle-browed John L. Lewis emphasizes the fact that, by his disregard of the interests of the United States as a whole, Mr. Lewis may be gradually undermining those whom he represents. There is no doubt that many factories, transportation systems, and other large consumers of coal must be weary of the uncertainties that Mr. Lewis creates by his periodic strikes. It is reasonable to assume that as many of these coal-users as possible are going to convert their plant facilities to use oil when it is feasible to do so.

The use of Diesel motors as motive power for railroad trains is one indication of this shift. Practically all American industries, with the possible exception of steel, can operate just as well on oil as coal. If this transition from coal to oil becomes widespread, Mr. Lewis and his miners may find that they have frightened off their customers. When this happens, Mr. Lewis will have nobody to thank but himself. The goose that lays the golden egg is already stuffed, and needs only a few more turns on Mr. Lewis' spit to be completely done.



A PROVEN ASSET

# MUZAK

THE PERSONALIZED MUSIC SERVICE

Has proven itself to be a profitable asset to business of all types—now let MUZAK go to work for you! Work music is the modern answer to better work; to increased efficiency; to sound employee-management relationships. It is a practical retailing sales builder, too!

**BUSINESS MUSIC, INC.**  
318 CONSTRUCTION BLDG. C-9257  
LIGON SMITH, Manager

**Fully-Paid Investment  
Certificates Issued  
\$100 to \$5,000**

Insured by Federal Savings and Loan  
Insurance Corporation, Washington, D.C.

**METROPOLITAN BUILDING  
& LOAN ASSOCIATION**

1400 MAIN STREET R-5103



# "Helping Build West Texas and New Mexico"

... our Slogan and our Pledge

**S**OUTHERN UNION has grown up with the Southwest during the past eighteen years, and is proud to have had a part in the development and industrialization of the twenty-nine New Mexico and West Texas towns which make up the Southern Union system.

DEVELOPMENT of industry depends upon the source of fuel supply needed to power industry. The area which has an adequate supply of fuel is the area that is bound to develop industrially. The greatest reserve of Natural Gas is in the Southwest and Southern Union towns are equipped with a fuel supply never falling short of maximum needs.

SOUTHERN UNION's industrial engineers stand ready to advise and assist, without charge, any manufacturer with his fuel and power problems.

IN ADDITION to providing Natural Gas to industries, Southern Union also distributes Natural Gas to thousands of homes for Cooking, Water Heating, Refrigeration and House Heating.

*Southern Union pledges its continued cooperation in the further development of this resourceful empire — the Southwest.*

## CITIES SERVED by Southern Union

### TEXAS

Barstow  
Crane  
El Paso  
Farwell  
McCombs

Monahans  
Pecos  
Pyote  
Wickett  
Wink

### NEW MEXICO

Albuquerque  
(City Gate)  
Artesia  
Belen  
Bernalillo  
Carlsbad  
Clovis  
Dexter  
Farmington  
Hagerman

Lake Arthur  
Los Lunas  
Loving  
Lovington  
Portales  
Roswell (City Gate)  
Santa Fe  
Tesuque  
Texico  
Tucumcari

**Southern Union Gas**  
*Company*

HOME OFFICE: BURT BLDG., DALLAS, TEXAS

## Make funeral arrangements before need!



*Sensible*  
**AS INSURANCE**  
*Thoughtful*  
**AS A WILL**

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## Business Opportunities

**EDITOR'S NOTE:** The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

**B. Schlosberg Associates**, 43 East Ohio, Chicago; interested in contacting manufacturers and canning companies wishing to enter the export market.

**J. M. Meyer**, 770 Lafayette, Buffalo 9, N. Y.; sales engineer in chemical, food processing, and machinery fields.

**National Pacific Distributors**, 3723-B Wilshire, Los Angeles 5, Calif.; Pacific Coast outlet, with warehouse facilities.

**R. A. Patterson**, 5537 Twelfth South, Minneapolis, Minn.; seeking such lines as construction equipment, builders hardware, home and garden hardware, sporting equipment, and plumbing supplies for distribution in Wisconsin, Minnesota, Iowa, and North and South Dakota.

**H. E. Bruckner**, 131 West Kingsbridge, Bronx 63, N. Y.; manufacturers' representative calling on department and chain stores and mail order houses in New York City.

**Stuart Supply Company**, 419 Boylston, Boston 16, Mass.; desires additional lines for export, import, or distributing in New England states.

**Philip K. Johnston**, 30 Conant, Danvers, Mass.; desires representation as salesman, factory agent, or distributor in New England area, contacting jewelry and department stores.

**Albert G. Mason**, 87 Morton Road, Milton 87, Mass.; wishes to represent Dallas manufacturer in Boston.

**G. Glen Hobson**, 851 East Fourth South, Salt Lake City, Utah; desires new products suitable for distribution in Rocky Mountain area on a franchise basis.

**Associated Distributors**, 357 South Hill, Suite 429, Los Angeles 13, Calif.; wish to handle distribution of manufactured items in Los Angeles and vicinity.

**Lafayette Sash & Door Factory**, Lafayette, La.; wholesaler and jobber desiring to contact manufacturers of household appliance for distribution in southwest Louisiana.

**Laura M. Myers**, 326 Sixteenth, Seattle, Wash.; wishes items in the women's,

children's, and infants' wear lines for distribution in Oregon, Washington, Idaho, and Montana.

**Sam E. Scharff**, 1514 Broadway, New Orleans 18, La.; desires to represent Dallas manufacturers of mechanical and electrical products in Louisiana and adjoining states.

The following individuals and firms are seeking representation in Dallas and vicinity:

**Pacific Mercantile Company, Ltd.**, 111 West Seventh, Los Angeles 14, Calif.; exporters, importers, and manufacturers' agents.

**Thomas Associates**, P. O. Box 588, Burbank, Calif.; hard goods and sundry items for retail trade.

**Flexible Seal Plate Company, Inc.**, 161 Spring, N. W., Atlanta 3, Ga.; flexible seal plates for concrete pavement, buildings, and other kinds of concrete construction.

**Concraft Company**, Passumpsic, Vt.; toys, novelties, and games.

**Dra-Creations of Hollywood**, 1241 Temple, Los Angeles, Calif.; copper and brass wall brackets and giftware.

**Coralex Products Company**, 726 Perry Building, Sixteenth and Chestnut, Philadelphia 2, Pa.; poultry astringent and cattle dip.

**Sectofin Chemical Company**, 6106 West Sixth, Los Angeles 36, Calif.; desires representation by established food broker.

**Perma-Cut Rotary File Company**, 522 South Hamilton, Saginaw, Mich.; rotary files and cutting tools.

**Terry Manufacturing & Commission Company**, P. O. Box 5207, Biltmore, N. C.; handcraft throw rugs and other textile items.

**International Service Company**, 510 Conti, New Orleans 16, La.; general agent for Caragol-Clarke Company, Inc., handling gift packages for shipment to individuals in liberated countries in Europe.

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# Opera Under Texas Stars

**R**ESIDENTS of Dallas and the many visitors who come to Dallas during the summer for business or pleasure will again be treated to the finest musical entertainment to be found anywhere when the State Fair of Texas presents its fifth summer season of opera under the stars, beginning June 17. Lucille Manners and Arthur Kent will open the season in Sigmund Romberg's musical romance, "The New Moon."

The idea for a summer operetta season in Dallas originated with Harry L. Seay and Alphonso Ragland, Jr. They interested Dallas wholesale merchants and manufacturers who were willing to put up a large sum of money for an amusement enterprise which would attract out-of-town buyers to Dallas. J. J. Shubert produced the first season in 1941, and the amusement hungry people of the Southwest welcomed the attraction with open arms.

The 1941 season indicated that the Casino productions more than achieved their goal of bringing out-of-town visitors into the city. A check of license plates during that first year revealed that a third of the patrons were from outside of Dallas. Many of these visitors were merchants from surrounding cities who came to Dallas for the latest fashion creations, and others were people who made special trips for the operettas alone. Although wartime difficulties led to cancellation of the 1942 season, the Casino committee kept this in mind for postwar planning. At the request of the military authorities, who recognized the Starlight Operettas

as an excellent boost for home-front morale, the committee resumed the series in the summer of 1943, and continued them in 1944 and 1945.

During the past three years restrictions on travel and other wartime difficulties materially curtailed the attendance of out-of-town visitors. Now that transportation is no longer the problem it was during the war, and with many people planning to take a summer vacation for the first time in several years, the Casino management confidently expects to, entertain great numbers of out-of-town visitors during the 1946 season. During the war, the operettas, for the most part, were for Dallasites and war travelers who came this way, but the first peacetime season should again attract many buyers and other business people to the city during the summer months.

Dallasites have come to enjoy the Starlight Operetta seasons so much that their value as a purely entertainment project has over-shadowed their worth as a business magnet for Dallas. Perhaps this is as it should be. By becoming the outstanding summer amusement attraction of the Southwest, the Casino presentations accomplish their goal of attracting visitors to Dallas during months of the year when the tempo of business activity is somewhat slow. Even the busiest of people

have no objection to combining pleasure with business if the pleasure is made convenient and attractive enough. Many buyers and out-of-town merchants have made it a habit to schedule their visits to Dallas during the operetta season. In recognition of this already well established buying habit, the Dallas merchants have scheduled one of their biggest market seasons during the operetta showings. In fact, very large blocks of tickets are purchased each year by Dallas business firms for their out-of-town customers, usually at the request of the customers.

Because the Starlight Operettas provide delightful entertainment for all ages, the summer buying trip to Dallas frequently becomes a family affair. The many fine retail stores in Dallas reap the benefits from these family visits, along with the hotels, restaurants, movies and various service concerns.

All who attend the Starlight Operettas this summer will leave the Fair Park Casino delighted with what they saw and heard. The budget has been materially increased over last year and the additional funds have been used to good advantage. Many of the country's brightest opera and operetta stars have leading roles in shows especially selected for their eye and ear appeal. Lucille Manners, Allan Jones, John Brownlee, Frances Greer, Margaret Spencer, Donald Clark, Rosemarie Brancato, Ralph Herbert, Christina Carroll and Walter Cassel will appear in such favorites as "New Moon," "Cat and The Fiddle," "Vagabond King," "Naughty

**STARS** of the summer operettas, pictured at left, will include: (1) Allan Jones, "Cat and the Fiddle"; (2) Margaret Spencer, "Katinka"; (3) Ralph Herbert, "A Wonderful Night"; (4) Lucille Manners, "New Moon"; (5) Christina Carroll, "Rose Marie"; (6) Walter Cassel, "Gypsy Love"; (7) Lorna Byron, "Naughty Marietta"; (8) Arthur Kent, "Last Waltz"; (9) John Brownlee, "Vagabond King"; and (10) Rosemarie Brancato, "Count of Luxembourg."

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Marietta," "Count of Luxembourg," "A Wonderful Night," "Gypsy Love" and "Rose Marie." Patricia Bowman, one of America's most beautiful and talented ballerinas, will appear in the season's seventh production, Franz Lehar's merry "Count of Luxembourg."

In supporting roles the Casino management has engaged such stage personalities as Hope Emerson, Eric Brotherson, Roberts and White, Betty Kean, Hal Raywin, Johnny Silver, Helene Arthur, Carlton Gauld and an array of others from the musical comedy stages of Broadway and Hollywood.

When the curtain falls on the last showing of "Rose Marie," late in August, the Dallas business men, whose financial support and patronage have made these summer productions possible, will again say, as they have in the past, "We like it. It's good entertainment and it's good business."

**SUPPORTING CASTS** for Dallas' Opera Under the Stars will include, left, top to bottom, Hope Emerson, "New Moon"; Gabor Carelli, "Gypsy Love"; Doris Rich, "Count of Luxembourg"; Hal Raywin, "Katinka"; Roberts and White, "Cat and the Fiddle"; and right, top to bottom, Helen Henry, "A Wonderful Night"; Ralph Riggs, "A Wonderful Night"; Helene Arthur, "Gypsy Love"; and Betty Kean, "Naughty Marietta."

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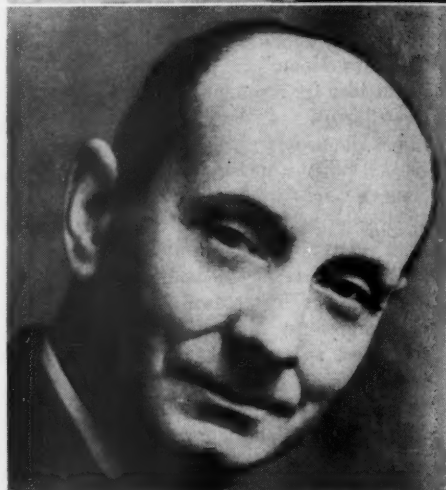
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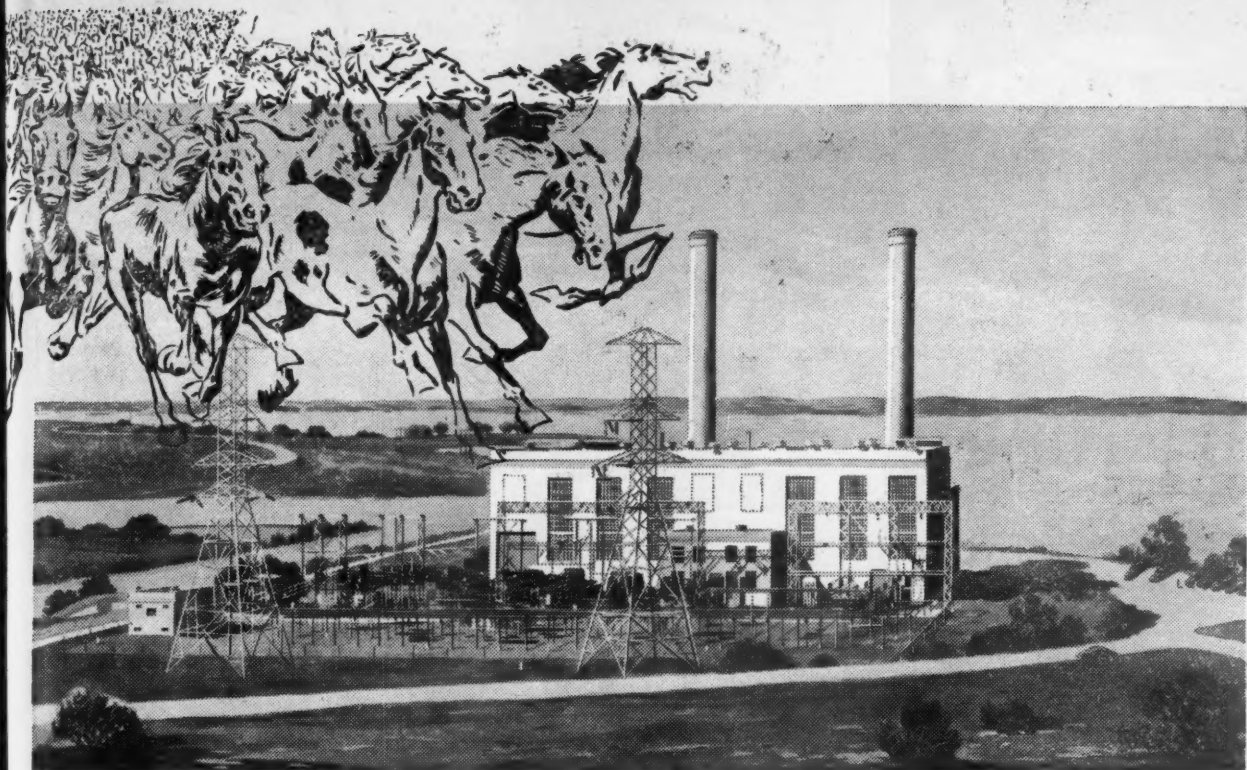
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Providing this power, another great turbo-generator has been placed at the service of the people of Greater Dallas at our Mountain Creek Power Plant, at a cost in excess of \$2,225,000.

Its 40,000 horsepower—enough to serve a city of 100,000—makes sure that post-war growth will not be bottlenecked through lack of cheap, dependable electricity. Factories, stores, homes and office buildings—the Greater Dallas of the present post-war era—can be built with the certainty that electric power is already available.

Plentiful power spells prosperity. It means more jobs, more payrolls, more homes—steady, balanced, commercial and cultural development.

For more than a quarter of a century our company has planned ahead to anticipate the needs of Dallas. In 1938 we completed the first unit of our new Mountain Creek plant. It was ready when the test came on the day of Pearl Harbor—ready and able to provide the tremendous electrical requirements of war-time Dallas, with its plants running day and night turning out tools for the arsenal of Democracy.

Our company, visioning future needs, tried in 1941 to enlarge the Mountain Creek Plant. It was not until 1944 that priorities for this second huge generator were renewed by the United States government. Despite critical shortages the new generator has been built and installed and serves Dallas today. It doubles the capacity of Mountain Creek Plant and makes certain the electrical future of Dallas development. In peace, as it was in war, power—adequate power—will be available. Cheap, dependable, always available, electricity flows through our distribution lines in practically inexhaustible supply.

We are proud of our Mountain Creek Power Plant. We are glad to assure a swiftly growing Dallas that, so far as electricity is concerned, its every need will be cared for during the most important years of its history—post-war years of growth, industrialization and prosperity.



## DALLAS POWER & LIGHT COMPANY

G. L. MacGREGOR, President



—Photographs by Thomas K. Con

**TRADE TRIPPERS.** A reunion of Dallas good will ambassadors May 25 at the ranch of Louis Allen and Dr. Sidney Gault recalled pleasant memories of the forty-second annual Dallas Business Tour two weeks before, during which more than 100 representatives of the Dallas Chamber of Commerce and

the Dallas Manufacturers' and Wholesalers' Association, aboard a special train, took a pledge of friendship and cooperation from Dallas to the Rio Grande Valley, East Texas, and Southern Oklahoma. (1) E. J. Pflanz, Briggs-Weaver Machinery Company; C. R. Reed, Frontex Company; W. A. Lewis, Great American Reserve Insurance Company; L. S. Dupree, Republic National Bank; and Louis Drake, Southwestern Drug Corporation, left to right, are pictured saying goodbye as train pulls out of one of 32 cities visited.

(2) Henry E. English, Sproles-Red Ball Lines, Inc., general chairman of the tour; (3) Louis Charninsky, Interstate Circuit, Inc., left, and Ernest Blanchard, Higginbotham-Bailey Company, co-chairman of the

tour; (4) Chris D. Hobson, Texas & Pacific Railway, is shown relaxing in the club car.

(5) To alert the cities for the visit of the Dallas group, a Dallas-made Luscombe Silhouette is pictured flying ahead of the train; (6) B. C. Jefferson, "Dallas Times Herald," and J. Ben Critz, Dallas Chamber vice president and general manager, are shown getting down to business in the office aboard the special; (7) souvenirs distributed in all the cities are shown being admired at Harlingen by, left to right, James Matz, Danny Miller, and Susie Miller (photo by Jack Hornor of "Valley Morning Star").

(8) Wick Fowler, "Dallas Morning News"; (9) Charles Dameron, Luscombe Airplane Corporation; and (10) Brad Gibson, American Airlines.

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money, the owning of your home, the education of your children, the accumulation of retirement funds. Since it is the function of life insurance to help you realize any one or all of these endeavors it has an important place in your plans for their achievement.

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—Photographs by Thomas K. C.

**SANTA FE LUNCHEON.** President Fred G. Gurley and an accompanying party of fellow officials of the Santa Fe System were guests of honor at a luncheon at the Baker Hotel sponsored by the Dallas Chamber of Commerce. They are pictured with Dallas business leaders: (1) Mayor J. Woodall Rodgers and President Gurley; (2) Merle J. Trees,

Chicago, Santa Fe director; Holmes Green, Chamber vice president; and B. L. Hupp, Kansas City, Santa Fe director; (3) Aubrey H. Mellinger, Chicago, Santa Fe director, who in discussing city planning declared Dallas to be in the forefront in the nation in this respect; Dr. Floyd Poe, pastor, City Temple Presbyterian Church, who pronounced the invocation; and W. Laird Dean, Topeka, Kansas, Santa Fe director.

(4) President Gurley as he addressed the gathering of Dallas civic and business leaders; (5) J. J. Grogan, Chicago, Santa Fe vice president; J. H. Keefe, Chicago, Santa Fe executive vice president; and B. C. Jefferson, associate editor, "Dallas Times Herald"; (6) Rosser J. Coke, Dallas attorney; Alfred W. Eames, San Francisco, Santa Fe director; Raymond J. Morfa, Dallas, chairman of the board of Missouri-Kansas-Texas Railroad; and Warren E. Brown, Wichita, Kansas, Santa Fe director.

(7) Clyde Stewart, Chamber vice president; Charles J. Whipple, Chicago, Santa Fe director; J. M. Moroney, vice president and secretary, "Dallas Morning News"; G. H. Minchin, Chicago, Santa Fe vice president; and R. B. Ball, Galveston, vice president and general manager of the Gulf, Colorado & Santa Fe; and (8) W. G. Vollmer, Dallas, president of the Texas & Pacific Railway; Edward J. Engel, Pasadena, California, Santa Fe director; R. G. McCord, Chamber vice president; and Richard W. Robbins, Belvidere, Kansas, Santa Fe director. President B. F. McLain of the Dallas Chamber of Commerce presided.

Announcing that the Santa Fe is hoping to give Dallas improved freight and passenger service as soon as possible, Mr. Gurley continued his remarks with the declaration that American railroads must have rate increases to bring rates in line with other factors in the national economy.

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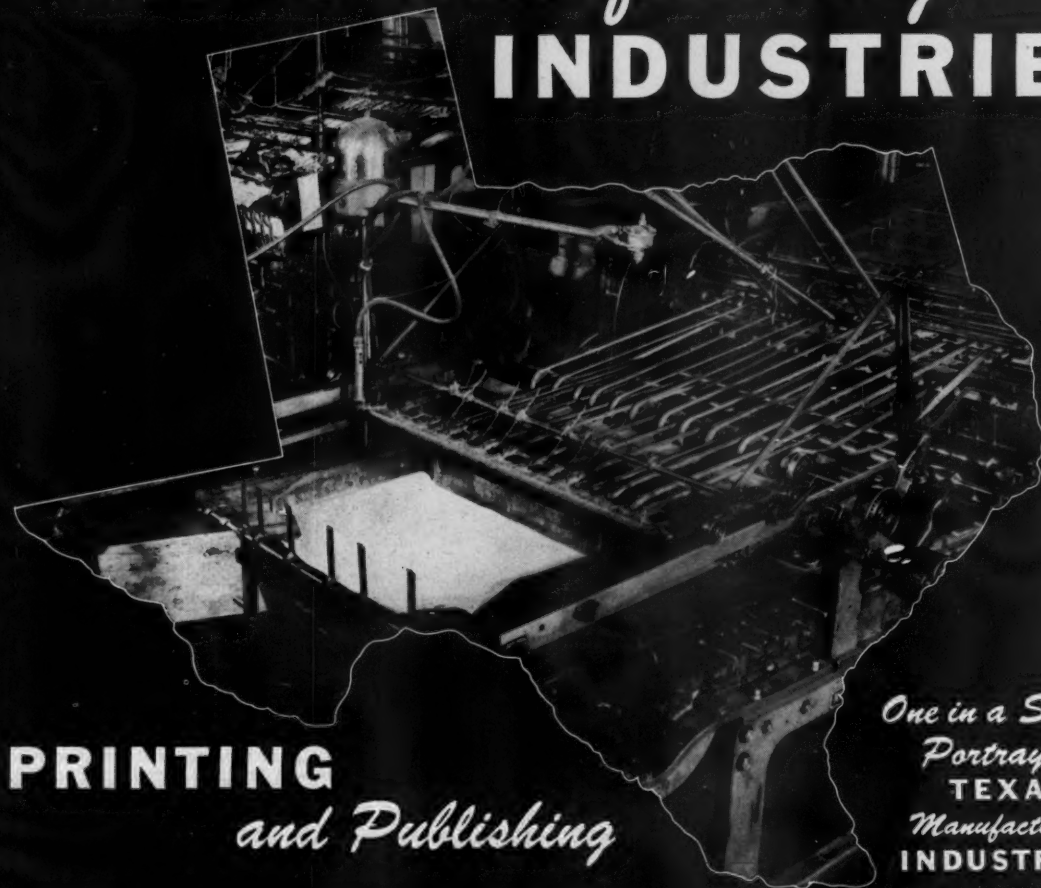
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# TEXAS *Manufacturing* INDUSTRIES



## PRINTING *and Publishing*

*One in a Series  
Portraying  
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INDUSTRIES*

Indicating the magnitude and wealth of Texas' Printing and Publishing Industry—and their related fields—is the value of a single year's business before the war. The value of this industry alone was \$82,734,461.

According to the last census of manufacturing, this expanding Texas industry of 866 establishments employed 10,120 workers at an annual wage of \$15,879,294. Included in this array of business houses are bookbinders, book and periodical publishing and printing, general commercial printers, lithographers, photoengravers and electrotypers.

Newspapers represent the major share of the Printing and Publishing Industry in Texas. Three hundred sixty-two publishing establishments, printing dailies and weeklies, employ 5,758 workers who receive \$9,666,581 in annual wages. The value of Texas newspaper publishing alone is \$50,632,480.

The growth of Texas' population has been paralleled by the expansion of Texas newspapers, which have always maintained high standards, enlightening their readers and developing public-spirited communities.

The Texas Employers' Insurance Association, Texas' largest writer of Workmen's Compensation insurance, serves many of the leading publishing and printing establishments in Texas.

## TEXAS EMPLOYERS INSURANCE ASSOCIATION

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HOMER R. MITCHELL, Chairman of the Board

A. F. ALLEN, President



**"TRUTH MACHINE,"** operated by J. R. Temple, right, top, for the entertainment of Lasso Club members at their May breakfast, flunks test put to it by J. Ben Critz. Guest of the club, James J. Metcalfe, left, author of "Portraits", syndicated poetry column appearing in the "Dallas Morning News" and other newspapers, reads a poem he wrote especially for Lasso Club members. At bottom, Julius Schepps, right, presents James K. Wilson with applications of 60 new members.

Club foreman, in connection with the latter's recent election as a member of the board of directors of the Dallas Chamber.

**A** ONE-MAN membership campaign in the person of Julius Schepps added 60 of the 88 new members recruited by the Dallas Chamber of Commerce last month.

Mr. Schepps made a surprise announcement of the 60 new members at the monthly breakfast meeting of the Lasso Club. With their applications graphically displayed on a large poster board along with checks and currency in payment of the first year's dues, Mr. Schepps reported the new recruits as a personal salute to James K. Wilson, Lasso

## MEMBERSHIP:

**88 NEW MEMBERS ADDED  
AS 17 MORE CONCERNS  
INCREASE SUBSCRIPTIONS**

During the month 17 more old members stepped up their financial investment in the Chamber's program, it was announced by Hugh Sawyer, membership department manager.

New members are listed below by firms, with addresses, representatives, and types of business.

Wilhelm-Laughlin-Wilson and Associates, 4703 Ross; Don L. Baxter; advertising.

A & A Employment Service, 1913½ Commerce; Miss Geneva Cornelius.

Vern E. Shanklin & Associates, 1420½ Wood; architects.

Bob Littlefield, 700 North Harwood; automobile loans.

Trinity Material & Supply Company, 4534 Travis; William C. Witt; distributor of Reynolds metals.

Earl L. Munch, 515 Wilson Building; representative of McCaskey Register Company.

Jones Motor & Loan Company, 3710 Commerce; Ralph P. Jones.

Materials Handling Equipment Company, 704 Southwestern Life Building.

B. W. Z. Gordon; industrial fork lift trucks.

James L. Parker Company, 2029½ Main; James L. Parker; retail office supplies.





Jim Clark, Greenway Boulevard; realtor.

A. H. Ruddy, 405 Wholesale Merchants Building.

R. Englander Millinery, 917 Commerce; Richard Englander.

Anadarko Royalty Corporation, 625 Wilson Building; W. J. Dobbs.

Sam May Company, 1214 South Akard; Sam May; manufacturers' representative.

Jack Vaughn, 4232 Wycliff; manufacturers' representative.

Curtis Auditing Company of Texas, 725 Wilson Building; Joe Henry.

Sikes Bros. Company, 4506 Abbott; John R. Sikes; real estate.

Barney Vanston and Company, 934 Irwin-Keasler Building; general insurance.

Griffith Roofing Company, 3615 Ross; Russell Griffith.

Wilkes Tire Company, 3121 Ross; Jack W. Wilkes.

United Builders Equipment Company, Second Unit, Santa Fe Building; Sam P. Clark; manufacturers' representative.

Texas Trade School, 1316 West Commerce; H. C. Brown.

ABCO, Inc., 301 Southland Life Build-

### DALLAS LASSO CLUB

By JAMES J. METCALFE

In case you never heard of it... The Dallas Lasso Club... Is where the city's business men... Their tired elbows rub... Where they enjoy the morning meal... And have a chance to grin... While welcoming the members new... Whom they are roping in... The Dallas Lasso Club is one... That starts the day out right... By gulping down a menu that... Is anything but light... A club where jolly fellows meet... And no one is a bore... And no one asks or worries where... You spent the night before... Where everyone who comes along... Is lassoed on the spot... And where the rope is made secure... By tying friendship's knot.

ing; Charles R. Tips; wholesale building materials.

D. L. Harrison & Sons, 312 Wholesale Merchants Building; printers.

First Southwest Company, 1701 Mercantile Building; Thomas Beckett; investment bankers.

Reserve Life Insurance Company, 701-5 Thomas Building; C. A. Sammons.

Zanes Freight Agency, 1500 South Preston; Walter Zanes, Sr.

Shawnee Dairy Cattle Company, 213 Andrews Building; Fred Walter; cattle sales.

Scurry and Scurry, 805 Republic Bank Building; R. G. Scurry; attorneys.

Texas State Optical Company, 1310 Commerce; Dr. S. J. Rogers; optometrists and opticians.

Sport Styles, Inc., 702 Elm; Moses Glick.

Earl H. Babcock, 703½ Elm; dresses.

Friedman Pants Company, 205 North Record; S. H. Golden; manufacturer of men's and boys' pants.

Minsky Brothers, 1111 Commerce; Alfred Minsky; dry goods.

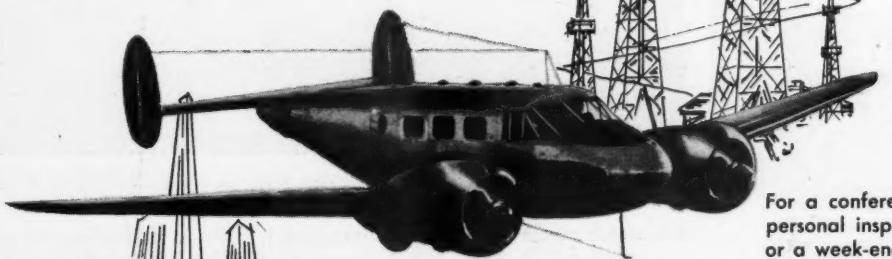
The Saxet Company, Inc., 4522-36 Lovers' Lane; Jerry E. Farmer; engineers.

Karlen Brothers, 2015 Bryan; Charles Karlen; used cars.

Small-Hoffner Company, 1024½ Elm; Irving Hoffner; ladies' ready-to-wear.

Bernard's Fabrics, 1102 Elm; David Feinberg; piece goods and draperies.

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C & S Manufacturing & Supply Company, 2122 Jackson; J. V. Campbell; manufacturer of plumbing and utility fittings.

Texas Film Service, 1808 Canton; Paul E. Dahlman; film transportation.

Lyn E. Davis, 3009 North Henderson; real estate.

A & A Liquor Stores, 4018 Ross; John Nelms.

Avondale Drug Store, 4127 Oak Lawn; C. N. Williams.

B & W Package Store, 616 South Harwood; J. W. Baker, J. W. Baker, Jr., and Gladys M. Baker.

L. B. Billingsly Machinery & Supply Company, 4320 Main.

C. D. Bradford Liquor Store, 4503 Greenville.

Corner Package Store of Dallas, 2320 Thomas; Harry Mark.

College Inn, 3108 Knox; A. L. Thomas.

Columbia Package Store, 4824 Columbia; H. J. Weatherly.

Dallas Liquor Stores, 1601 Commerce; Leon Farrow.

Daniel Package Store, 7567 Greenville; Glen W. Daniel.

Dave's Pawn Shop, 2544 Elm; David Goldstein.

Archie Fifley, 1930 Greenville; retail liquor.

The Fountain, Inc., 1324 Commerce; R. L. Jones.

George's Package Store, 921 South Haskell; Jack George.

Harris Liquors, 6501 Northwest Highway at Abrams; N. W. Harris.

Henry's Liquor Store, 1817 Greenville; Henry C. Reed.

Harry's Liquor Store, 1905 Commerce; Harry Harris.

Jack's Package Store, 5209 South Lamar; Jack Corley.

Katz Drug Company, 5100 Lemmon; Emanuel Katz.

Lawrence's Package Store, 216 North St. Paul; A. P. Lawrence.

Liquor Bazar, 304 North St. Paul; J. B. Cole.

Marty's Liquor Store, 3305 Oak Lawn; Jack Shapiro.

Midway Liquor Company, Inc., 314 Cadiz; Charles A. Hughes.

National Package Store, 2418 Cedar Springs; H. D. Cook.

R. C. Nelms, 8106 Denton Drive; retail liquor.

New York Liquors, Inc., 501 Jackson, Fritz Glazer.

Orange Inn, 1711 Elm; T. L. Knox. Palace Package Store, No. 2, 2619 Second; Floyd F. Smith.

Perry's Package Store, 1037 South Haskell; H. W. Perry.

Loyd Plummer's Package Store, 5326½ South Lamar.

Morris E. Rubin Liquor Store, 2300 Elm.

Russell's Package Store, 3108 Gaston; R. E. Russell.

Sammy's Liquor, Inc., 623 South Harwood; Sam Rothschild.

Schwartz Liquors, 2408-A Elm; B. Schwartz.

Service Liquors, 2310 Cedar Springs; H. H. Ray.

South Haskell Package Store, 201 South Haskell; R. A. Shaw.

Spillway Package Store, 7337 Gaston; Mrs. Jimmie C. LaBarba.

Sun Drug Company, 4101 Bryan; David Kaplan.

Super Liquor Stores, 1524 Greenville; Martin Samuelson.

Swiss Avenue Liquor Store, 4034 Swiss; Abe Dworkin.

## Chamber of Commerce

**Completely Re-lighted for  
Better, More Efficient Work  
in all  
Departments**

*Dallas Chamber of Commerce building... all five floors... recently re-lighted with fluorescent fixtures from Marlin Associates. Installation by Whitley Electric Co., Dallas.*

New, properly designed fluorescent lighting fixtures now enable all departments of the Chamber of Commerce, on all five floors, to turn out better, more efficient work. Marlin Associates have the Southwest's largest stocks of lighting fixtures and appliances. You are invited to visit our beautiful showrooms with your electrical contractor to select the fixtures best suited for your own business.



Sketch of our new home, conveniently located for you and your customers.



Ample light over every foot of working area. Scene on first floor of Dallas Chamber of Commerce building.

It's worth repeating: Marlin's reputation is built on delivering the goods—not promises! That's the foundation on which our growing business was built, and it explains why, after only one year of operation, Marlin today is one of the leading concerns of its kind in the country. Electrical contractors and other qualified dealers are cordially invited to visit us at our convenient location. Bring your customers, and select from our complete stocks, attractively displayed in our beautiful showrooms.

**WHOLESALE ONLY—We sell only to Electrical Contractors and other  
Qualified Dealers.**

# Marlin Associates

2401-7 Main Street

DALLAS

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Harry R  
The Cr  
Edmonds  
George  
Texas, 22  
Roy W. C  
Liggett  
E. D. Fur



"Gentlemen! I have a suggestion."

United Liquor Stores, 1930 Greenville; John Nelms.

Wolfe Liquors, 1225 South Lamar; F. B. Wolfe.

Yonack Liquor Company, Inc., 602 Commerce; Irvin S. Yonack.

Guardian Federal Savings and Loan Association, 1204 Main; J. Oran Carter.

Additional firms which have increased their subscriptions to the Dallas Chamber of Commerce and their representatives are:

Acme Building Maintenance Company, Fidelity Building; Frank C. Jones.

Walter W. Ahlschlager & Associates, 212 St. Paul; Walter W. Ahlschlager.

Anderson Furniture Company, 2101 Elm; John D. Lambert.

J. P. Awalt & Company, 807 Elm; J. P. Awalt.

Brannon-Signaigo Cigar Company, 607 South Ervay; J. Harper Brannon and George J. Signaigo.

Byer-Rolnick Hat Company, Garland; Harry Rolnick and E. R. Byer.

The Crane Company, 814 Young; J. V. Edmondson and M. F. Mayfield.

George A. Hormel and Company of Texas, 2205 North Lamar; H. Allen and Roy W. Christensen.

Liggett Drug Company, 1700 Elm; E. D. Furman.

Thom McAn Shoes, 1606 Main; V. M. McMurphy and Ray Dovell.

M. E. Moses Company, 1008 Elm; M. E. Moses.

The Murray Company, 3200 Canton; J. Kirby McDonough, H. M. Young, H. N. Mitchell, J. Kiernan White, and D. D. Day.



**KINGS MEN**

"TOILETRIES  
IN GOLD"

Trade Mark

*For the Man who Commands  
Life's Finest*

Colognes, lotions, shaving requisites, \$5.00.

Essence, \$10. Sets of varied combinations to \$15.

Refills for most items.

**Jas. K. Wilson**

Neuhoff Brothers, 2821 Alamo; Henry Neuhoff.

Taystee Baking Company, 2301 South Ervay; Martin L. Elsner, Leslie Manewal, and Harmon A. DeMoss.

Chas. F. Weiland Undertaking Company, 2909 Live Oak; Mrs. Charles F. Weiland and George Weiland.

Wicker Fish & Poultry Company, Inc., 3004 Gaston; D. E. Wicker and D. E. Wicker, Jr.

Willard Storage Battery Company, 8600 Denton Drive; N. G. Wolf, R. J. Halsall, and R. C. Rolph.

## SOUND ADVERTISING

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**Rogers & Smith**  
*Advertising*

Established 1917

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DALLAS

CHICAGO

NEW YORK



## Realtors Adopt Certification Seal

Because not all real estate agents are realtors, the Dallas Real Estate Board has inaugurated a new service which it calls the realtor seal of certification plan. Announced purpose of the program is, by identification of the board's members by a certification seal, to provide greater protection for both buyers and sellers of real estate and to increase the value of a realtor's service.

Principal features of the plan, outlined by Jim Clark, chairman of the board's advertising committee, are an embossed "Certification of Realtor Service" seal and a new form of sales contract, both of which are copyrighted and are available only to active members of the Dallas Real Estate Board. The seal will appear on all sales and lease agreements handled by Dallas realtors.

To school the public on the certification plan and to point out that only members of local groups affiliated with the National Association of Real Estate Boards are eligible to use the copyrighted term "realtor", the Dallas board has begun an extensive advertising campaign in newspapers and magazines. The advertising is designed to explain realtor service



**OUTDOOR DISPLAY SITE** on Hines Boulevard for the advertising program of the Dallas Real Estate Board to alert the public to its "certification of realtor service" program is being surveyed by, left to right, J. W. Lindsley, Jr., Jim Clark, and R. B. Pelton, members of the board's advertising committee, headed by Mr. Clark.

and what it provides in the handling of real estate transactions.

The certification program is prompted, Mr. Clark said, by the influx of opportunists into the real estate field because of the current highly active market.

"Many of these inexperienced operators are incapable of performing the most elementary services which the public has reason to expect from all real estate agents," Mr. Clark explained. "We, of course, do not contend that all non-mem-

bers of the Dallas Real Estate Board should be classified as opportunists and 'curb stoners', for many non-realtors have established splendid records. All realtors, however, are pledged to a strict code of business ethics, and the certification seal is a symbol of integrity in the ethical handling of real estate transactions."

DEWITT T. RAY, president, Liberty State Bank, is the new president of the Texas Bankers Association.

### **RALPH BRYAN** ARCHITECT

412 Construction Building  
Central-3100

## **THE HOUSE OF GRIMES IS BUILT ON QUALITY**

That is why, today, in Dallas and throughout the Nation, Industrial plants are turning to GRIMES for quality equipment, such as:

*Torit Dust Collectors  
Thor Electric Hand Tools  
Grimes Flexible Shaft Machines  
Pedestal Grinders  
Boilers  
Air Compressors*

### **GRIMES RUBBER COMPANY**

PHONE R-3816

2900 Main Street

Dallas, Texas

## **Business Broker**

**REAL ESTATE**

**AND**

## **Business Property**

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## **R. R. McCAULEY**

**REALTOR**

Phones C-2720—C-2934

1618 BRYAN

DALLAS



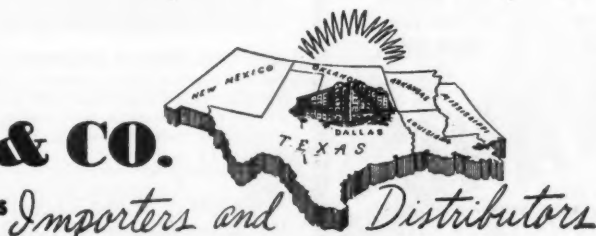
**WE OBSERVE THE**

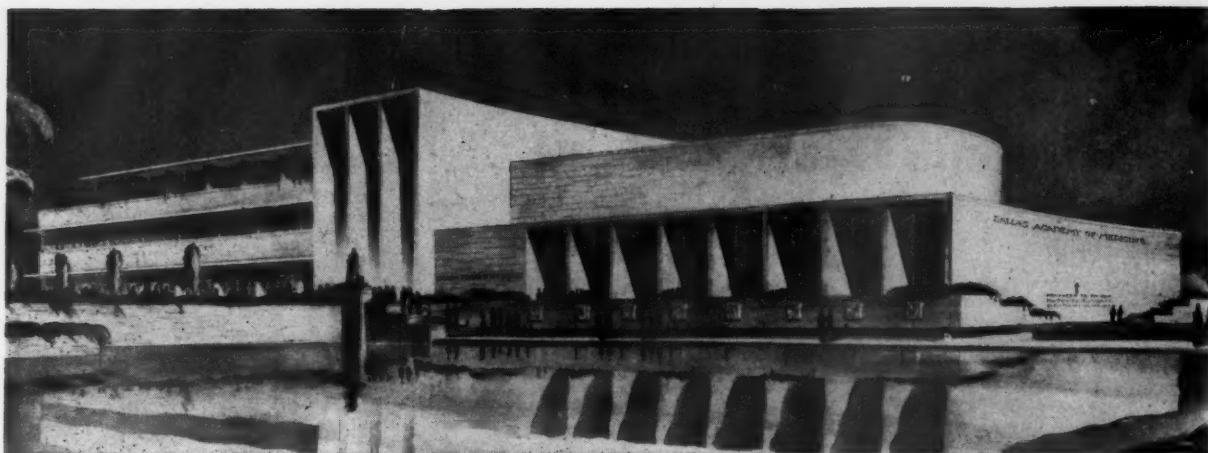
## *25th Birthday of our Business Association*

We have shared a quarter-century of business enterprise together. As a group, we have had many pleasant associations with other Dallas business men and firms during this period. It has been a privilege and an inspiration to be a part of the Great Southwestern Market. In commemoration of these twenty-five pleasant years, we take this occasion to thank our many friends for their kindness and consideration.

**S. H. LYNCH & CO.**

PACIFIC AT OLIVE ★ DALLAS





**MEDICAL BUILDING.** A proposed \$500,000 Dallas Academy of Medicine building, now on the drawing board of Architect George L. Dahl, was announced last month at the annual convention in Dallas of the Medical Service Society of America. How the structure will look is pictured by the architect's sketch reproduced above. It will be built

on the campus of Southwestern Medical College on Hines Boulevard and will be sponsored by the Dallas Chapter of the Medical Service Society, with all Dallas medical groups having representation on the

Academy's board of trustees. The building will include an auditorium for medical conventions, a library, cafeteria, exhibit space, a visual education room and office space for medical groups.

"WHEN WE PAINT, IT'S PAINTED"  
**PAINTING**  
 COMMERCIAL AND RESIDENTIAL  
**JACK RASOR**  
 1809 Grand Avenue  
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 With a Minimum of Interviews  
**NO CHARGE TO EMPLOYER**

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**EMPLOYMENT SERVICE**



**MEXICAN CONSUL HONORED.** On his first trip to Dallas, Gustavo Ortiz-Hernan, left, newly appointed Mexican consul general in San Antonio, was guest of honor last month at a luncheon at the Baker Hotel. He is pictured with R. L. Thomas, chairman of the foreign trade committee of the Dallas Chamber of Commerce, who presided. He predicted that Dallas as a fashion and clothing center will enjoy lively trade with Mexico.

**WARREN A. McCREIGHT**, who has been safety engineer for Douglas Aircraft Corporation at Oklahoma City since

1942, has been appointed superintendent of ground safety and fire prevention for Braniff Airways, Inc.





## Opportunity for a Business Hero

Texas and the whole Katy-served Southwest offer you an opportunity to become a business hero. Here's how...

As you assume the initiative in your firm in investigating, then advocating the unusual profit possibilities of a branch or plant in this rapidly expanding area, you are sure to win recognition and advancement from your business associates.

Because the Katy is the Southwest's "Home Town" railroad, it is in a unique position to help you investigate and locate suitable plant sites handiest to one or several of this region's vast resources most vital to your business success...

Such riches as abundant reserves of every type of raw materials, minerals, water, power, fuel... prosperous home markets bulging with pent-up demand... an almost limitless supply of able, native labor, sharpened by wartime skills, and possessing an innate will to work for and beside management.

Begin your investigation by writing for the informative booklet "The Industrial Southwest," containing pertinent facts on industrial opportunities, climate, housing, etc., in Katy-served cities destined for great peacetime prosperity.

*The above advertisement, in full color, running in national magazines, is Katy's way of working for the growth and advancement of Texas. When you ship or travel, Okay Katy!*

### DEEP is the HEART of TEXAS

Deep and generous is the Heart of Texas and her people. For from Texas' rich soil springs mineral and agricultural wealth to astound the world.

One vast reservoir of raw materials within the U. S. economy, the Lone Star Empire produces one-fifth the total world crop of cotton, leads the nation in value of agricultural crops. Larger in area than any European nation except

Russia, Texas has 56% of the proved U. S. oil reserves... pumps up yearly more than 45% of the nation's output.

A state of "mores," Texas boasts of more square miles, more sheep, more cattle, more turkeys, more citrus fruits and vegetables, more sulphur, more Butadiene, more octane gasoline and natural gas, more helium, more miles of railroad, etc., than any other state in the Union.

But far from dependent on a strict raw-material economy, Texas today is plastering the landscape with concrete and steel... manufacturing the myriads of products required in this vast empire of teeming home markets and skyscraper-studded cities. To learn how your business may prosper in this rapidly expanding area, among friendly, cooperative, deep-hearted Texans, write for the informative booklet, "The Industrial Southwest," Dallas 2, Texas, or St. Louis 1, Mo.





**T**HE EDITORS of DALLAS present, on the following pages, another installment of material from "THE DALLAS SOUTHWEST," industrial book of the Dallas Chamber of Commerce. Additional installments will be published in succeeding issues of DALLAS.

"THE DALLAS SOUTHWEST" is the comprehensive report compiled by the staff of the Dallas Chamber of Commerce to assist industrial executives in determining the desirability of placing manufacturing and distributing facilities within this region, and to select the city within the Southwest which best serves the needs of their particular businesses. Copies of the book have gone to several thousand industrial prospects. The same material is being published in DALLAS in order that existing businesses in Dallas and the Southwest may have access to these facts also.

Earlier installments of "THE DALLAS SOUTHWEST" material were published in the April and May issues of DALLAS.

The installment on pages 31-43, inclusive, emphasizes Dallas' advantages in respect to transpor-

tation, communications, and freight delivery services. In each of these categories, Dallas offers the manufacturer or distributor facilities which he cannot find in any other Southwestern city.

In connection with the reproduction of this material in DALLAS, the Chamber's Industrial Department urges that members of the Chamber communicate with it regarding possible industrial prospects. Some of Dallas' major industrial developments have resulted from such "tips" by local business men, or by the branch managers or other executives of national concerns, who saw the possibility of interesting a manufacturer in some other region in locating facilities within the Southwest. Acting upon such advice, the Chamber has been able to develop the information necessary to sell the prospects upon the desirability of establishing factories, distribution warehouses, or sales offices at Dallas to serve the Southwest.

Any suggestions as to possible industrial prospects will be handled by the Chamber's Industrial Department on a confidential basis.

# COMMUNICATIONS AND TRAVEL FACILITIES

Dallas is the Southwest's key city on the main lines of travel—highway, rail and air; and on the main lines of communications—mail, air mail, telegraph and telephone.

The industry establishing a branch office or factory in Dallas is assured of excellent mail service; maximum accessibility for the firm's executives and customers in business travel; and telephone and telegraph service which erases distance between the Southwestern headquarters, the home office, and other regional points. No other city in this region can offer these advantages in the same degree.

Postal volume in Dallas (greatest in the region) has caused development of correspondingly superior mail schedules and handling arrangements. Inter-organization and customer correspondence can be handled with greater dispatch from Dallas than from any other city in the region.

Dallas is one of the Bell Telephone System's eight regional toll centers, and one of Western Union Telegraph Company's six division headquarters. Direct circuits and cables link Dallas with all principal cities, with no costly delays in switching. The map below shows telegraph system division headquarters, telephone system toll centers, and number of direct telephone circuits to various major centers. The factory or distribution headquarters at Dallas can normally reach any other office within its organization by telephone or telegraph in a matter of minutes.

Motor travel to and from Dallas is encouraged by the greatest number of U. S. highways entering any Southwestern city. Both rail and air travel is encouraged by the finest available equipment, and by schedules patterned to meet Dallas' specific needs. A number of schedules have been particularly designed to





permit the business man's travel, overnight, to and from Dallas, allowing a full business day in the city.

The map below shows all existing routes of the three airline systems now serving Dallas. Connecting systems make it possible to change planes and quickly reach

any of the other principal cities. At the bottom of this page is a map showing terminal points of direct railroad passenger service from Dallas. Excellent connections, via other lines, link Dallas with various other principal cities not indicated here.



# Frontier of Opportunity

The strapping young giant that is the Dallas Southwest has developed into phenomenal strength, size and wealth. Money jingles in its pockets to the tune of \$13,000,000,-000 yearly—money that has come from a host of varied resources. For nature has been prodigal with the Dallas Southwest. It has provided it with unequalled advantages of vast natural resources, excellent year-round climate, favorable terrain and ample space—advantages that have made it the nation's frontier of opportunity. But, this wealthy young giant has by no means reached its full stature. It faces a future of unparalleled expansion, development, and growth.

The First National Bank in Dallas has been growing with the Dallas Southwest for more than seventy years and has helped materially in its progress. Together with the other leading banks of the Southwest, we are ready to furnish the financial backing necessary to further the growth of business and industry in this area. We pledge our wholehearted support in building an even greater, more progressive Dallas and Dallas Southwest.

*E. L. Flippen*

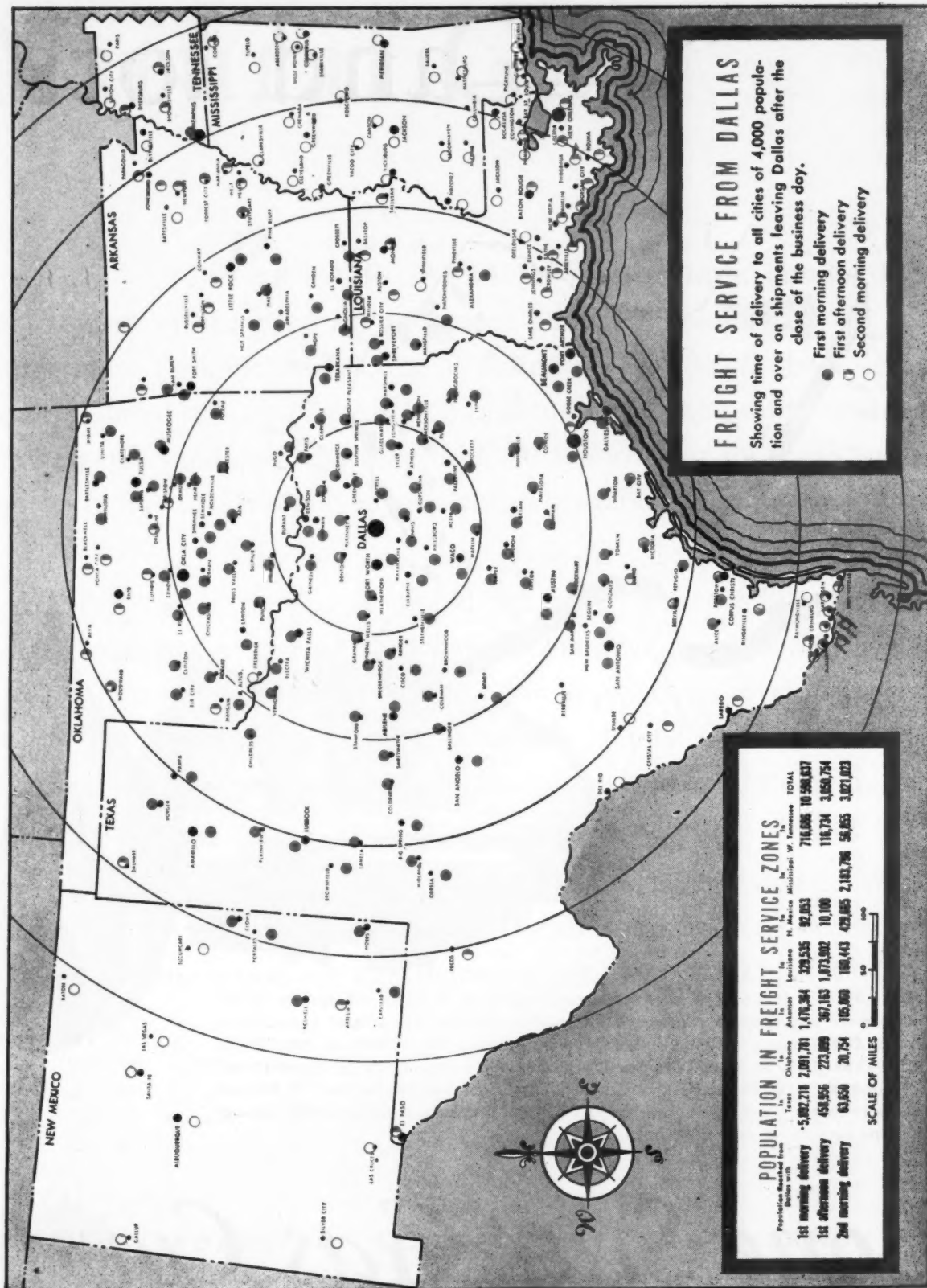
E. L. FLIPPEN, *President*  
First National Bank in Dallas

# Freight Rates and Service from Dallas

To All Cities of 4,000 Population and Above

City and State	1940 Population	Time of Delivery	Class Rates				City and State	1940 Population	Time of Delivery	Class Rates			
			1st	2nd	3rd	4th				1st	2nd	3rd	4th
TEXAS													
Abilene	26,612	1st AM	120	102	84	66	Corpus Christi	70,677	1st AM	177	150	124	97
Alice	7,792	1st AM	177	151	124	98	Corsicana	15,232	1st AM	67	57	47	37
Amarillo	53,462	1st AM	167	142	117	92	Crockett	4,536	1st AM	118	100	83	65
Aransas Pass	4,095	1st PM	177	150	124	97	Crystal City	6,529	1st PM	173	147	121	95
Arlington	4,240	1st AM	47	39	33	25	Cuero	5,474	1st PM	146	124	102	80
Athens	4,765	1st AM	79	67	55	43	Dalhart	4,682	1st PM	184	156	129	101
Austin	106,193	1st AM	120	102	84	66	Dallas	376,548					
Ballinger	4,472	1st AM	131	111	92	72	Del Rio	13,343	2nd AM	184	156	129	101
Bay City	6,594	1st AM	152	129	106	84	Denison	15,581	1st AM	77	66	54	42
Beaumont	79,468	1st AM	146	124	102	80	Denton	11,192	1st AM	58	49	41	32
Beeville	6,789	1st AM	162	138	113	89	Donna	4,712	1st PM	199	170	140	109
Big Spring	12,604	1st AM	146	124	102	80	Eagle Pass	6,459	2nd AM	184	156	129	101
Bonham	6,349	1st AM	85	72	60	47	Edinburg	8,718	1st PM	196	166	138	108
Borger	10,018	1st AM	177	150	124	97	Electra	5,588	1st AM	114	98	81	63
Brady	5,002	1st AM	128	109	90	71	El Paso	115,801	1st PM	222	189	155	122
Breckenridge	5,826	1st AM	109	93	76	60	Ennis	7,087	1st AM	56	48	39	31
Brenham	6,435	1st AM	122	104	85	67	Fort Worth	207,677	1st AM	56	48	39	31
Brownfield	4,009	1st AM	173	147	121	95	Gainesville	9,651	1st AM	83	71	58	46
Brownsville	22,083	1st PM	204	173	143	112	Galveston	71,677	1st AM	146	124	102	80
Brownwood	13,398	1st AM	114	97	80	63	Gladewater	4,454	1st AM	95	82	67	53
Bryan	11,842	1st AM	112	95	78	62	Gonzales	4,722	1st AM	141	120	99	77
Cameron	5,040	1st AM	107	91	75	59	Goose Creek	6,929	1st PM	141	120	99	77
Childress	6,464	1st AM	135	115	95	74	Graham	5,175	1st AM	99	84	69	54
Cisco	4,868	1st AM	107	91	75	59	Greenville	13,995	1st AM	67	57	47	37
Clarksville	4,095	1st AM	102	87	71	56	Harlingen	13,306	1st PM	196	167	137	108
Cleburne	10,558	1st AM	67	57	47	37	Henderson	6,437	1st AM	109	93	76	60
Coleman	6,054	1st AM	122	104	85	67	Hillsboro	7,799	1st AM	73	62	51	40
Colorado	5,213	1st AM	141	120	99	78	Houston	510,394	1st AM	135	115	95	74
Commerce	4,699	1st AM	75	64	53	41	Huntsville	5,108	1st AM	139	118	98	76
Conroe	4,624	1st AM	125	106	88	69	Jacksonville	7,213	1st AM	95	81	67	52





## FREIGHT SERVICE FROM DALLAS

Showing time of delivery to all cities of 4,000 population and over on shipments leaving Dallas after the close of the business day.

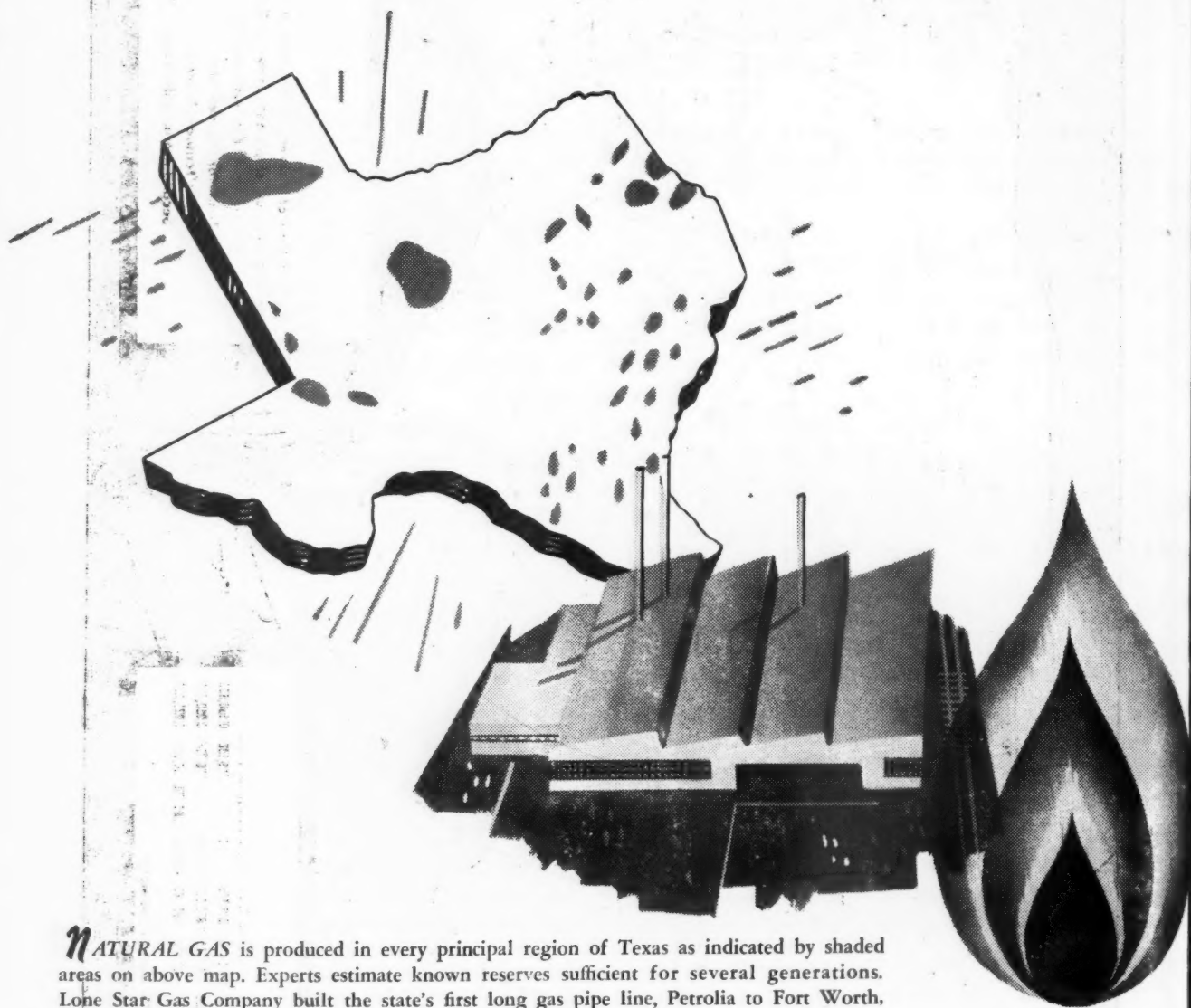
- First morning delivery
- First afternoon delivery
- Second morning delivery

## POPULATION IN FREIGHT SERVICE ZONES

	Population Reached from Shipments with	Texas	Oklahoma	Arkansas	Laurens	N. Mexico	Multiple W. Tennessee	TOTAL
1st morning delivery		5,087,216	2,001,701	1,476,384	329,535	92,053	716,006	10,598,637
1st afternoon delivery		458,956	223,090	367,163	1,073,002	10,100	116,734	3,650,754
2nd morning delivery		63,650	20,754	105,000	100,443	429,065	2,161,706	56,855

SCALE OF MILES

“ — and lots of



**N***NATURAL GAS* is produced in every principal region of Texas as indicated by shaded areas on above map. Experts estimate known reserves sufficient for several generations. Lone Star Gas Company built the state's first long gas pipe line, Petrolia to Fort Worth, in 1910. Throughout the years Lone Star has taken leading part in the development and conservation of Texas' Natural Gas resources. Today, Lone Star reaches into 75 different gas fields to supply gas service to nearly 300 Texas and Oklahoma towns and cities through a pipe line network of over 5,000 miles.

# Lone Star Gas Company

DALLAS 1,

# "Natural Gas"

**P**ART OF CAPTION on the now famous Dallas Chamber of Commerce page advertisement published during May in New York Times, New York Herald Tribune, Washington Post, Wall Street Journal and Chicago Journal of Commerce. Calling attention to the profit possibilities Southwest offers industry, the advertisement pointed out the area's tremendous resources of Natural Gas and stressed the dependability of this fuel service.

May we add that were it not for companies with courage and skill like Lone Star it would not have been possible for Dallas Chamber of Commerce to publish this now famous advertisement. It has taken tremendous amounts of money and human effort to discover, develop and then make available through pipe line networks Texas Natural Gas for useful purposes. Such business enterprises have created so many benefits for this area that it is little wonder that Texas Natural Gas is America's sought-after fuel.

Lone Star Gas Company considers its industrial department one of its most important. It is staffed with competent engineers who are available for consultation on any industrial problem which Natural Gas can help solve.



**PRODUCING, TRANSPORTING AND DISTRIBUTING  
NATURAL GAS FOR FACTORY, BUSINESS AND THE HOME**



City and State	1940 Population	Time of Delivery	Class Rates				City and State	1940 Population	Time of Delivery	Class Rates			
			1st	2nd	3rd	4th				1st	2nd	3rd	4th
Kerrville	5,572	2nd AM	162	138	113	89	San Marcos	6,006	1st AM	128	109	90	70
Kilgore	6,708	1st AM	107	91	75	59	Seguin	7,006	1st AM	146	120	99	77
Kingsville	7,782	1st AM	180	153	126	99	Sherman	17,156	1st AM	73	62	51	40
Lamesa	6,038	1st AM	173	147	121	95	Stamford	4,810	1st AM	125	106	88	69
Laredo	39,274	1st PM	180	153	126	99	Stephenville	4,768	1st AM	91	77	64	50
Lockhart	5,018	1st AM	135	115	95	74	Sulphur Springs	6,742	1st AM	81	69	57	45
Longview	13,758	1st AM	99	84	69	54	Sweetwater	10,367	1st AM	131	111	92	72
Lubbock	31,853	1st AM	162	138	113	89	Taylor	7,875	1st AM	112	95	78	61
Lufkin	9,567	1st AM	114	97	80	63	Temple	15,344	1st AM	99	84	69	54
Luling	4,437	1st AM	135	114	94	74	Terrell	10,481	1st AM	58	49	41	32
McAllen	11,877	1st PM	196	167	137	108	Texarkana	28,840	1st AM	118	100	83	65
McKinney	8,555	1st AM	56	48	39	31	Texas City	5,748	1st AM	146	124	103	81
Marlin	6,542	1st AM	95	81	67	52	Tyler	28,279	1st AM	91	77	64	50
Marshall	18,410	1st AM	109	93	76	60	Uvalde	6,679	2nd AM	167	142	117	92
Mercedes	7,624	1st PM	199	170	140	109	Vernon	9,277	1st AM	120	102	84	66
Mexia	6,410	1st AM	81	69	57	45	Victoria	11,566	1st AM	152	129	106	84
Midland	9,352	1st AM	157	134	110	86	Waco	71,114	1st AM	85	72	60	47
Mineral Wells	6,303	1st AM	81	69	57	45	Waxahachie	8,655	1st AM	53	45	37	29
Mission	5,982	1st PM	199	170	140	109	Weatherford	5,924	1st AM	73	62	51	40
Mount Pleasant	4,528	1st AM	99	84	69	54	Weslaco	6,883	1st PM	199	170	140	109
Nacogdoches	7,538	1st AM	112	95	78	62	Wharton	4,386	1st AM	146	124	102	80
Navasota	6,138	1st AM	121	103	85	67	Wichita Falls	45,112	1st AM	107	91	75	59
New Braunfels	6,976	1st AM	135	115	95	74	Yoakum	4,733	1st AM	141	120	99	78
Odessa	9,573	1st AM	162	138	113	89	OKLAHOMA						
Orange	7,472	1st PM	152	129	106	84	Ada	15,143	1st AM	110	93	77	60
Palestine	12,114	1st AM	107	91	75	59	Altus	8,593	1st AM	132	112	92	73
Pampa	12,895	1st AM	162	138	113	89	Alva	5,055	1st PM	168	143	118	92
Paris	18,678	1st AM	91	77	64	50	Anadarko	5,579	1st AM	132	112	92	73
Pecos	4,855	1st PM	180	153	126	99	Ardmore	16,886	1st AM	100	85	70	55
Pharr	4,784	1st PM	196	166	138	108	Bartlesville	16,267	1st AM	158	134	111	87
Plainview	8,263	1st AM	162	138	113	89	Blackwell	8,538	1st PM	163	139	114	90
Port Arthur	59,140	1st AM	152	129	106	84	Bristow	6,060	1st AM	148	126	104	82
Ranger	4,553	1st AM	99	84	69	54	Chickasha	14,111	1st AM	127	108	89	70
Raymondville	4,050	2nd AM	191	162	134	105	Claremore	4,134	1st AM	144	122	101	79
Refugio	4,077	1st AM	162	138	113	89	Clinton	6,735	1st AM	144	122	101	79
Robstown	6,780	1st AM	177	151	124	98	Cushing	7,703	1st PM	139	118	98	76
Rusk	5,699	1st AM	102	87	71	56	Drumright	4,303	1st PM	144	123	101	80
San Angelo	25,802	1st AM	141	120	99	78	Duncan	9,207	1st AM	114	97	80	63
San Antonio	319,010	1st AM	141	120	99	78	Durant	10,027	1st AM	88	75	62	48
San Benito	9,501	1st PM	199	170	140	109							

# TEXLITE



There are Texlite Porcelain Enamel signs all over the country.

Shown above are some of the hundreds of Texlite signs and letters now being displayed by the major oil and rubber companies.

These signs were all manufactured in our plant in Dallas where for 15 years our "men who know how" have been producing porcelain enamel of the finest quality and workmanship.

Insist on Texlite Porcelain enamel—the lifetime finish is most economical in the long run.

MAKERS OF THE  
FINEST PORCELAIN  
ENAMEL PRODUCTS.

SIGNS, NEON SIGN FACES,  
LETTERS, AND  
ARCHITECTURAL PORCELAIN

City and State	1940 Population	Time of Delivery	Class Rates				City and State	1940 Population	Time of Delivery	Class Rates			
			1st	2nd	3rd	4th				1st	2nd	3rd	4th
Edmond	4,002	1st AM	139	118	97	76	Crossett	4,891	1st AM	163	139	114	90
Elk City	5,021	1st AM	148	126	104	81	El Dorado	15,858	1st AM	148	126	104	82
El Reno	10,078	1st AM	139	118	97	76	Fayetteville	8,212	1st PM	158	135	110	87
Enid	28,081	1st PM	153	130	107	84	Forrest City	5,699	1st PM	177	151	124	98
Frederick	5,109	2nd AM	124	105	87	68	Fort Smith	36,584	1st AM	144	122	101	79
Guthrie	10,018	1st PM	144	122	101	79	Harrison	4,238	1st PM	182	155	127	101
Henryetta	6,905	1st AM	137	117	95	75	Helena	8,546	1st PM	187	159	131	103
Hobart	5,177	1st AM	139	118	97	76	Hope	7,475	1st AM	129	110	90	71
Holdenville	6,632	1st AM	121	103	85	67	Hot Springs	21,370	1st AM	153	130	107	84
Hugo	5,909	1st AM	100	85	70	55	Jonesboro	11,729	1st PM	192	163	135	106
Lawton	18,055	1st AM	121	103	85	67	Little Rock	126,724	1st AM	158	134	111	87
McAlester	12,401	1st AM	114	97	80	63	Magnolia	4,326	1st AM	139	118	97	76
Mangum	4,193	1st PM	139	118	97	76	Malvern	5,290	1st AM	148	126	104	82
Miami	8,345	1st AM	158	134	111	87	Marianna	4,449	1st PM	182	155	127	101
Muskogee	32,332	1st AM	132	112	92	73	Morrilton	4,608	1st PM	168	143	118	92
Norman	11,429	1st AM	129	110	90	71	Newport	4,321	1st PM	177	150	124	97
Okla. City	229,229	1st AM	132	112	92	73	N. Little Rock	21,137	1st AM	158	134	111	87
Okmulgee	16,051	1st AM	134	114	94	74	Paragould	7,079	1st PM	196	166	137	108
Pauls Valley	5,104	1st AM	118	100	83	65	Pine Bluff	21,290	1st AM	158	134	111	87
Pawhuska	5,443	1st AM	158	134	111	87	Russellville	5,927	1st PM	163	139	114	90
Perry	5,045	1st AM	148	126	104	81	Stuttgart	5,628	1st PM	168	143	118	92
Picher	5,848	1st PM	158	135	110	87	Van Buren	5,422	1st AM	144	122	101	79
Ponca City	16,794	1st PM	158	134	111	87	West Helena	4,717	1st PM	182	155	127	100
Poteau	5,020	1st AM	134	114	94	74							
Sapulpa	12,249	1st AM	144	122	101	79							
Seminole	11,547	1st AM	127	108	89	70							
Shawnee	22,053	1st AM	127	108	89	70							
Stillwater	10,097	1st AM	144	122	101	79							
Sulphur	4,970	1st AM	114	97	80	63							
Tulsa	188,562	1st AM	144	122	101	79							
Vinita	5,685	1st AM	148	126	104	81							
Wewoka	10,315	1st AM	125	106	88	69							
Woodward	5,406	1st PM	168	143	118	92							
ARKANSAS							LOUISIANA						
Arkadelphia	5,078	1st AM	144	123	101	80	Abbeville	6,672	1st PM	182	155	127	100
Batesville	5,267	2nd AM	187	159	131	103	Alexandria	27,066	1st AM	153	130	107	84
Blytheville	10,652	2nd AM	201	171	141	111	Bastrop	6,626	1st PM	153	130	107	84
Camden	8,975	1st AM	144	123	101	80	Baton Rouge	34,719	1st PM	177	150	124	97
Conway	5,782	1st PM	168	143	118	92	Bogalusa	14,604	2nd AM	226	192	158	124
							Bossier City	5,786	1st AM	124	105	87	68
							Covington	4,123	1st PM	213	181	149	118
							Crowley	9,523	1st PM	172	146	120	95
							Eunice	5,242	1st PM	168	143	118	92
							Franklin	4,274	1st PM	182	155	127	100
							Gretna	10,879	1st PM	200	170	140	110
							Hammond	6,033	2nd AM	200	170	140	110
							Houma	9,052	1st PM	196	167	137	108
							Jackson	5,384	2nd AM	190	162	133	105
							Jennings	7,343	1st PM	168	143	118	92



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# Tip the Scales in your Favor



## SELECT YOUR NEW PLANT SITE ALONG THE TEXAS AND PACIFIC

The eyes of industry and business are upon the Southwest. Here the rich resources and ever-expanding markets can be used to tip the scales in your favor by selecting a site for your new plant in Louisiana or Texas.

The advantages are ten fold in this big industrial frontier. . . It leads the world in oil production . . . in a seemingly endless flow of natural gas . . . in vital raw materials and in a climate that ranges from sub-tropical to arid. This wealth of resources and a varied, invigorating climate offer rare opportunities for industry.

The Texas and Pacific, long the leading railroad in the Southwest, plays a vital part in the economic progress of this area . . . and it will work hand-in-hand with the people who are seeking new locations and new outlets . . . for we have all of these in abundance along our railroad.

Let us help you select a location for your new plant . . . one that will tip the scales in your favor.

W. G. VOLLMER, President.

### FOR INFORMATION ABOUT PLANT SITES ON THE TEXAS AND PACIFIC

Write or phone R. C. Griffith, Land and Industrial Commissioner, 1009 Texas and Pacific Building, Dallas 2, Texas. All inquiries will be treated confidentially.



# THE TEXAS AND PACIFIC RY.

The Red Diamond Route

City and State	1940 Population	Time of Delivery	Class Rates			
			1st	2nd	3rd	4th
Lafayette	19,210	1st PM	172	146	120	95
Lake Charles	21,207	1st PM	163	139	114	90
Mansfield	4,065	1st AM	129	110	90	71
Minden	6,677	1st PM	132	112	92	73
Monroe	28,309	1st PM	148	126	104	81
Morgan City	6,969	1st PM	187	159	131	103
Natchitoches	6,812	1st AM	139	118	97	76
New Iberia	13,747	1st PM	177	150	124	97
New Orleans	540,030	1st PM	200	170	140	110
Opelousas	8,980	1st PM	168	143	118	92
Pineville	4,297	1st PM	153	130	107	84
Plaquemine	5,049	1st PM	177	150	124	97
Ponchatoula	4,001	2nd AM	200	170	140	110
Rayne	4,974	1st PM	172	146	120	95
Ruston	7,107	1st PM	139	118	97	76
Shreveport	112,225	1st AM	124	105	87	68
Tallulah	5,712	1st PM	163	139	114	90
Thibodaux	5,851	1st PM	192	163	134	106
West Monroe	8,560	1st PM	148	126	104	81
Westwego	4,992	1st PM	200	170	140	110
Winnfield	4,512	2nd AM	148	126	104	81

#### NEW MEXICO

Albuquerque	35,449	2nd AM	252	214	176	139
Artesia	4,071	1st PM	211	179	148	116
Carlsbad	7,116	1st AM	206	175	144	113
Clovis	10,065	1st AM	187	159	131	103
Gallup	7,041	2nd AM	341	290	239	188
Hobbs	10,619	1st AM	187	159	131	103
Las Cruces	8,385	2nd AM	244	207	171	134
Las Vegas	5,941	2nd AM	240	204	168	132
Portales	5,104	1st AM	192	163	134	106
Raton	7,607	2nd AM	230	196	161	127
Roswell	13,482	1st AM	216	183	152	119
Santa Fe	20,325	2nd AM	252	214	176	139
Silver City	5,004	2nd AM	268	228	188	147
Tucumcari	6,194	2nd AM	196	166	138	108

#### MISSISSIPPI

Aberdeen	4,746	2nd AM	213	181	149	117
Bay St. Louis	4,138	2nd AM	213	181	149	117
Biloxi	17,475	2nd AM	213	181	149	117

City and State	1940 Population	Time of Delivery	Class Rates			
			1st	2nd	3rd	4th
Brookhaven	6,232	2nd AM	194	165	136	107
Canton	6,011	2nd AM	179	152	125	98
Clarksdale	12,168	2nd AM	198	168	139	109
Cleveland	4,189	2nd AM	198	168	139	109
Columbia	6,064	2nd AM	198	168	139	109
Columbus	13,645	2nd AM	213	181	149	117
Corinth	7,818	1st PM	218	185	153	120
Greenville	20,892	2nd AM	198	168	139	109
Greenwood	14,767	2nd AM	198	168	139	109
Grenada	5,831	2nd AM	207	176	145	114
Gulfport	15,195	2nd AM	213	181	149	117
Hattiesburg	21,026	2nd AM	198	168	139	109
Jackson	88,003	2nd AM	179	152	125	98
Kosciusko	4,291	2nd AM	202	172	141	111
Laurel	20,598	2nd AM	216	184	151	119
McComb	9,898	2nd AM	194	165	136	107
Meridian	35,481	2nd AM	216	184	151	119
Natchez	15,296	2nd AM	168	143	118	92
Pascagoula	5,900	2nd AM	220	187	154	121
Picayune	5,129	2nd AM	213	181	149	117
Starkville	4,900	2nd AM	213	181	149	117
Tupelo	8,212	2nd AM	218	185	153	120
Vicksburg	24,460	2nd AM	168	143	118	92
West Point	5,627	2nd AM	213	181	149	117
Yazoo City	7,258	2nd AM	179	152	123	98

#### WESTERN TENNESSEE

Brownsville	4,012	1st PM	212	180	148	117
Dyersburg	10,034	1st PM	212	180	148	117
Humboldt	5,160	1st PM	212	180	148	117
Jackson	24,332	1st PM	212	180	148	117
Memphis	332,477	1st AM	193	164	135	106
Paris	6,395	2nd AM	222	189	155	122
Union City	7,256	2nd AM	218	185	153	120

#### NOTE

The Interstate Commerce Commission ordered, effective Jan. 1, 1946, a 10% reduction in the above rates on all freight moving within the Southwest on classification ratings. The reduction, however, did not become effective as certain opposing interests obtained an injunction against the Commission and the matter is being held in abeyance pending final decision by the courts.

## Gateway to Latin America

A business executive in Dallas is able to have breakfast at home and lunch in Mexico City.

Air travel has made Dallas the first stop—and frequently the only stop—in the United States for Latin American business men. Here they find the consumer goods, the industrial equipment, the financial clearinghouse, the entertainment they seek. Dallas' understanding of Latin America trade is equalled in few cities.

By air, Dallas is easily accessible from all sections of Latin America. By water, it is easily accessible from Mexican and Central American ports, and from the west coast of South America. And by highway, it is now the busy division point for the two-way travel between North America and Mexico. Ultimately, with completion of the projected Pan American highway, it will become a focal point for travel into and from all sections of the rich lands south of the Rio Grande.

Several national concerns which have recently located branch offices or factories in Dallas have taken these facts into consideration in their choice of Southwestern cities, and have assigned Latin American territories to their Dallas branches.





PUT YOUR PLANT IN THIS IDEAL AREA



Address

**C. C. ROCKENBACK**  
Industrial Commissioner

ST. LOUIS SOUTHWESTERN RAILWAY LINES  
ST. LOUIS 2, MISSOURI

For Information and Complete Analyses

**SERVING TEXAS AND THE GREAT SOUTHWEST**



## NEW CAREERS IN INDUSTRY

By John M. Amiss and Esther Sherman.

Published by Whittlesey House. \$2.50.

This book opens the door for those who desire to make a career for themselves in industry. In an informal style, the authors, both competent in their knowledge, introduce the reader to each job and outline in detail just what requirements are necessary for that particular job.

They also describe working conditions, include information on wages, and outline just what the person might expect in every respect from this particular job

and, too, what he must contribute, with special emphasis on what part this job plays in the pattern of industry.

"This book is for young people," write the authors, "and for older people who are young in spirit. It tells of opportunity. It tells of great enterprise. It tells of work, of building things."

The book is divided into three parts with the epilogue consisting of chapters on "Make up Your Own Mind," "The Schools and Industry," and "About the Future." Every phase of industry is covered with expert information and guidance. In many chapters there are listed books for suggested reading. Each chapter contains a beautiful illustration by Sidney W. Seeley, showing the industrial worker on his job.

"New Careers in Industry" follows the title closely, for the descriptions of the jobs are the ones from which the careers come. The chapters are interestingly written and absorbingly told in a manner which makes the book different from other books of this type. In other words, the informality of style furthers one's interest.

John M. Amiss and Esther Sherman are well qualified to be the authors. Mr. Amiss has had a long career in public and industrial education, and since 1928 has been director of industrial education for the Chrysler Corporation. Miss Sherman, a member of his staff, is a graduate of Wellesley and has also had invaluable personal experience in the various jobs of the worker in industry.—Jerry Porter.



## Ralph W. Sockman

Dr. Sockman's finest radio messages as preached to millions each Sunday on N.B.C.'s national radio pulpit, coast to coast. Lively, inspiring messages for real living in our time.



By  
**RALPH W.  
SOCKMAN**

\$2.00

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R-5546

1814 MAIN STREET

**Presbyterian  
BOOK STORE**  
*Religious Book Center*

VAUGHN ROZELLE has been named manager of the life insurance department which has been opened by the insurance agency of Munger and Moore in connection with the firm's appointment as general agent for the Continental Assurance Company.

## Robert D. Goodwin

ARCHITECT

TELEPHONE LAKESIDE-5759

4801 Lemmon

Dallas, Texas

## CARL B. McKINNEY

Dentist

HOURS: 8:00 A. M. to 5:00 P. M.

Closed on Sunday

Location over Palace Theatre

1621 1/2 Elm

C-6327

# give books

ON EVERY GIFT OCCASION



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You'll always find the right book for the right person on our completely stocked shelves. Let us help you make your selections.

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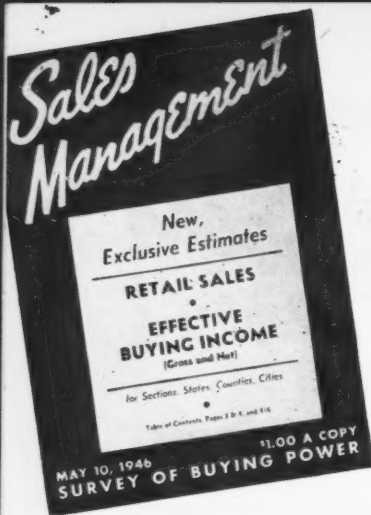
Straw in the South Wind .....	\$2.50
Donald Joseph	
This Side of Innocence .....	\$3.00
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Tempered Blade .....	\$2.75
Monte Barrett	
The Bulwark .....	\$2.75
Theodore Dreiser	
Forever Possess .....	\$2.75
Alexandra Phillips	

• CALL OR WRITE  
IN YOUR ORDER!

**Baptist  
BOOK STORE**

Erway at Pacific

R-3366



OFF the press last month, the seventeenth annual "Survey of Buying Power" of *Sales Management* was impressive in general for its statistics on the Dallas Southwest and in particular for

### ROLLINS & FORREST Consulting Engineers

Praetorian Building  
Phone R-5026 Dallas

# DALLAS FIRMS BOOST CITY WITH Unique Advertising Formula

the famous "Dallas package", acclaimed as unique in advertising technique.

Pioneering a new approach in industrial promotion, six Dallas concerns joined hands with the Dallas Chamber of Commerce to tell the Dallas story to the nation's industrialists in a series of ads, reproduced in DALLAS on succeeding pages.

In addition to his own sales message, briefly presented, each advertiser devoted his ad largely to highlighting a major chapter of the Dallas story. Together they presented the chief advantages of Dallas as a location for manufacturing and distributing facilities. Copy of the advertisements was based on material from "The Dallas Southwest", industrial book of the Dallas Chamber of Commerce.

To wrap up the package, the Dallas

Chamber led off and closed the series with full-page ads. In between were full pages of the Dallas Times Herald, Republic National Bank, Mercantile National Bank, First National Bank, the Dallas Morning News, and the Dallas Power & Light Company. To give continuity to the series, each advertiser used the theme emblem of the Dallas Chamber's national advertising campaign, emphasizing the Dallas Southwest \$13,000,000,000 Fortified Market.

Advertisers other than the Chamber determined by lot the order in which their ads would appear in the series. Subjects were assigned so that no advertiser would handle a topic in his own particular field.

The cooperative advertising effort of the Dallas businesses was applauded as another striking example of how the famous Dallas spirit has worked through the years to build Dallas. Application of this new formula by advertisers in the "Dallas package" in *Sales Management* is expected to stimulate and set a pattern for other campaigns.

"... PHOTOGRAPHS by THOMAS K. CONE"

From the thousands of photographs that flood the editorial offices of these regional and national magazines, we are proud that many which achieve publication carry the credit line, "—Photograph by Thomas K. Cone, Dallas."

To succeed against such erstwhile competition is an accomplishment which melts our modesty.

We shall continue to serve merchants, manufacturers, and advertisers of the Dallas Southwest with brilliant, story-telling photographs which possess that intangible something that makes editors and buyers take a second look—and act.

When you need photographs call CONE.

Thomas K. CONE Photographer

1717 1/2 Commerce - Dallas 1, Texas

**LONG TERM LOANS ON  
BUSINESS PROPERTIES  
\$5,000.00 to \$500,000.00**

**THE MORTGAGE CORPORATION**  
of Texas

### SIGNS

Metal  
Paper  
Cloth

### DISPLAYS

Point  
of  
Sale

### NAME PLATES

Metal  
and  
Decalcomania

### DECALCOMANIA

Signs  
Name Plates  
Emblems

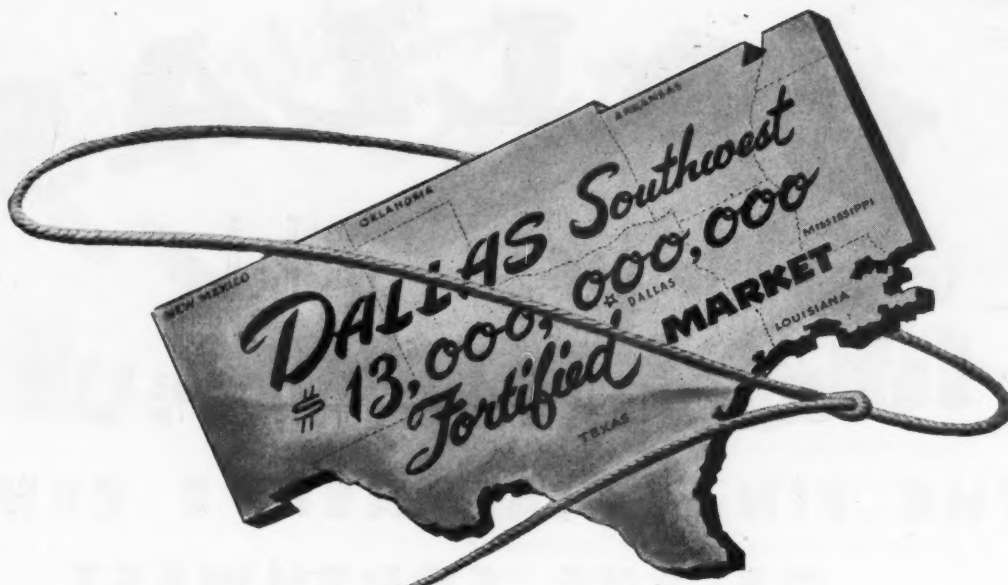
### LABELS

Self-Adhesive

### BEN F. INGRAM

Manufacturers' Representative  
315 Construction Bldg.  
R-6051 DALLAS





*Throw Your Loop Over This One, Pardner*



**T**IE into a **FORTIFIED** market in the most rapidly developing agricultural and industrial region of the nation—a market of 17 million consumers, with \$13 billions spendable income annually.

No business lag can touch all its diversified crops, industries and resources at once. Major depressions are short-lived in this *fortified* market which has always led the nation with its rapid and complete recovery.

In this vast region you can enjoy an almost depression-proof economy. Unfavorable crop season in one area is always compensated by bountiful yield in another. Income is sustained, not by just one or a few, but by many different resources, crops and industries.

Industry's eggs are never all in one basket in the **FORTIFIED** market of the Dallas Southwest.

#### **Agriculture — Livestock**

"A lion's share" of the nation's livestock and agricultural products are furnished by the Dallas Southwest. In 1939 the value of its crops was \$933,871,000. Equable climate, well-distributed rainfall, above-average soil fertility... these make for ever-increasing dollar volume in business on ranch and farm. By-products—such as wool, mohair and hides—join other bountiful raw materials pouring into industries devoted to their processing. Its splendid geographic location gives this fast-growing region easy access to markets of the East, West, Middle West and Latin America.

DALLAS CHAMBER OF COMMERCE, DALLAS 2, TEXAS

# DALLAS



## THE FINANCIAL NERVE CENTER OF THE SOUTHWEST

Dallas' financial interests are leaders, not only in the industrial development of the city, but also of the entire Southwest. Here industry will find all the financial facilities it needs.

Dallas banks consistently transact more business than any other city of the region. They have more deposits, more capital and reserve than the banks of any other Southwestern city.

Three Dallas banks rank among the 100 largest in

America. *Each* of these three has greater total deposits than the largest bank in the Southwest's second city.

The Eleventh District Federal Reserve Bank is located in Dallas.

Adding to Dallas' importance as a financial center is its insurance business, with the greatest concentration of home offices, regional offices and insurance loan offices of any Southwestern city.

### *Statistics*

On December 31, 1945, Dallas banks had total deposits of \$1,091,403,000. During 1945, Dallas bank clearings totaled \$6,634,514,140; bank debits totaled \$7,057,650,000; and postal receipts were \$7,227,039.



In the rich Dallas trade area (ABC) The Dallas Times Herald is known as the hometown newspaper. The circulation of Dallas' Greatest Newspaper is 98 per cent concentrated in the Dallas trade area . . . more than any other Dallas newspaper.

## DALLAS TIMES HERALD

*Dallas' Greatest Newspaper*

OWNERS AND OPERATORS OF KRLD . . . 50,000 WATTS CBS AFFILIATE

Both Represented Nationally by THE BRANHAM COMPANY

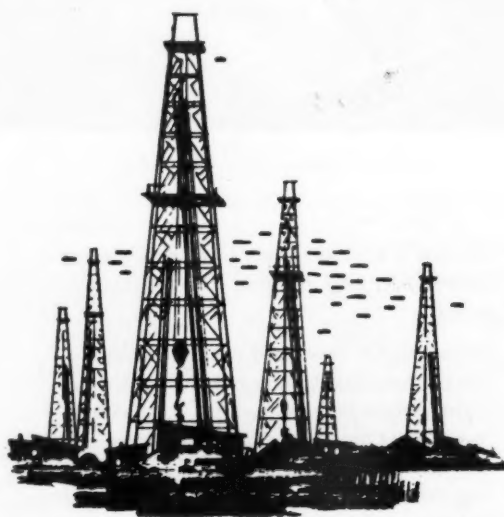
# *The DALLAS Southwest...*

## **Storehouse of *America's Oil!***

This area produces 65% of America's crude oil and has 73.1% of the nation's proved oil reserves. Texas alone accounts for 45.2% of the annual oil production in America, and for 56.9% of the proved oil reserves.

Dallas is the geographic and production density center of the Mid-Continent oil fields. Overnight train travel from Dallas will reach any of the Mid-Continent's major fields, one reason why independent operators and leading oil field supply companies have their national headquarters here. The American Petroleum Institute's Southwestern Division, the Texas Mid-Continent Oil and Gas Association, and the American Oil Well Drilling Contractors Association also maintain headquarters in Dallas.

Oil is one of the primary sources of wealth in the Southwest and a chief factor in the diversified economic life of the Dallas Southwest.



# REPUBLIC

## NATIONAL BANK of DALLAS

Capital and Surplus \$20,000,000



Largest in the Southwest



# Dallas ... DISTRIBUTION CENTER OF THE SOUTHWEST



Dallas is the dominant distribution center of the Southwest. It serves a market of 17,000,000 persons, with annual buying income of \$13,000,000,000. It has developed facilities for distribution unequalled by any other city of the Southwest—transportation, communications, finance.

With 1,000 manufacturing plants, nearly 2,000 wholesalers and distributors, more than 2,500 branches of national concerns, Dallas is the only *complete* market in the Southwest.

As such it attracts buyers from a wide area, because here they can find all their requirements.

Dallas' highly-developed transportation system reaches 10,000,000 population with overnight freight service, another 3,000,000 in less than 24 hours. Nearly all of the remaining 4,000,000 are reached with second morning delivery. Its central location (under a mileage system of rate making), and concentration of buying power within a 300-mile radius, make it possible for Dallas to serve the Southwest as a market unit at lower cost than any other city.

## MERCANTILE NATIONAL BANK *at Dallas*

RESOURCES OVER \$150,000,000

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

# The Dallas Southwest...

## A GOLIATH WITH 13 BILLION DOLLARS IN ITS POCKETS

Big and aggressive now and growing rapidly every day, the Dallas Southwest is a ready market of over 17 million consumers with 13 billion dollars in their pockets. It is ready now to welcome the manufacturer who plans to expand, relocate or to start a new business. There is plenty of room to grow with the market... plant sites offering fast efficient transportation service are available. An ample supply of willing labor is conducive to high year 'round production. With its vast, untapped natural resources and wealth of industrial materials, the friendly Dallas Southwest offers manufacturers a "spotlight" location on the map of America's brightest economic region.

### Advantages offered your Plant in the Dallas Southwest

- AMPLE SUPPLY OF SUPERIOR LABOR
- AVAILABLE PLANT SITES
- REASONABLE PROPERTY COSTS
- NEARNESS TO RAW MATERIALS
- A GREAT DISTRIBUTION CENTER
- EXCELLENT TRANSPORTATION FACILITIES
- GREAT BUYING POWER
- EXCELLENT YEAR 'ROUND CLIMATE
- ABUNDANT LOW COST POWER
- A GATEWAY TO LATIN AMERICA



**First National Bank**  
in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





*Half a century ago the development of the Texas Southwest was following the railroads, just as in the beginning it had followed the wagon trails.*

Dallas has always been a crossroads. First through accident and geographic good fortune.

Then by spirit and initiative—which helped to bring the railroads.

Today, population and volume of trade are factors. The air lines have made Dallas a center because of the huge volume of business that originates here.

Outstanding advantages of transportation and communication—you will find them at Dallas and nowhere else in this region.

#### CROSSROADS

Nine railroads radiate from Dallas—in fifteen directions.

Three major air lines and three feeder lines pass through Dallas' airport. Intrastate lines fly in all directions.

Nine U. S. highways enter the city—more than any other city in the Southwest.

Dallas is a Western Union division headquarters—one of six in America.

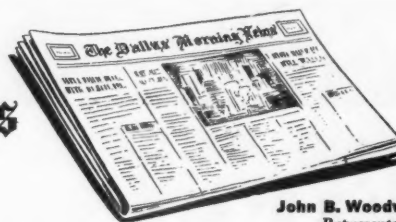
Dallas is a Bell Telephone System regional toll center—one of the country's eight.

Truly, Dallas is a wide place in many roads.

Rail . . . air . . . truck . . . bus lines all join forces, every day of the year, to carry The Dallas News to the homes of all the Northeast Texas area, which is Dallas' immediate market. Throughout this market area The News' leadership is unchallenged.

## The Dallas Morning News

THE TEXAS ALMANAC  
RADIO STATIONS WFAA AND KGKO



John B. Woodward, Inc.  
Representatives





## PEOPLE MAKE A MARKET

Behind any population figure are the people. Yes, the people—the children, the housewives, the workers, the farmers . . . who make great cities and great markets. ★ Here in the Southwest are over 17,000,000 native born Americans, living, working and producing in the nation's richest territory. That these people are good workers, hard workers, is proved by the outstanding production records and good employer-employee relations in our industries. ★ They're good buyers, too, for they are well paid for what they produce. They enjoy themselves because they have money, and their surroundings are conducive to better living. ★ Yes, they work hard and they play hard, and they're on their way to a very bright future. Now in our 29th year as a citizen of the great Southwest, we are proud to serve them, and we believe that you, too, will be proud, no matter what you may produce.

OUR 29th YEAR AS A CITIZEN

# DALLAS POWER & LIGHT COMPANY

G. L. MacGREGOR, President





## — Dynamic Heart of the Southwest

Big and impressive are the Dallas Southwest figures shown in *Sales Management's Survey* . . . and in the preceding advertisements. But there's more—something fully as important which can't be reduced to statistics—it's Dallas' great heart.

Dallas' heart is warm, cordial—exemplified by the friendliness and generosity of its citizenry and business leaders.

It's a vigorous, aggressive, pioneering heart that holds growing leadership among all cities of the Southwest in agriculture, manufacturing, wholesaling and retailing.

An alert heart—devoted to culture and better living. Witness its symphonies . . . its medical and hospital facilities, libraries, art museums, schools and universities.

The big heart of Dallas is thriving in rapid, substantial growth. Dallas County (a unified metropolitan area) today has 510,000 population—and has continued its consistent growth since V-J Day.

DALLAS CHAMBER OF COMMERCE, DALLAS 2, TEXAS

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DALLAS

# IN DALLAS *Last Month*

**ROBERT R. SUTTLE**, managing director of the Southern Gas Association, has established headquarters of the organization in Dallas, with offices temporarily at 1011 Burt Building.



**General Manager.** Charles L. Mason has been appointed to the newly created post of general manager of the C. S. Hamilton Motor Company, Dallas Chrysler and Plymouth distributor. Mr. Mason has had many years of experience with other dealers, factory branches and as operator of his own dealership. Other appointments in the Hamilton organization include those of Sterling P. Hiatt, vice president and sales manager; S. C. Bratton, vice president and body shop foreman; R. L. Pflug, service manager; Louis C. Langston, parts manager; Bob Cornelison, director of dealer operations; W. Moyers Wilcher, purchasing agent; and C. R. Redden, manager of industrial engine division.

**OLIN E. BRAGG**, former Braniff Airways executive, who was associated for ten years with the Southwestern Bell Tele-

phone Company in Oklahoma, and later was with Radio Station KTOK in Oklahoma City, has joined the Dallas office of Taylor-Howe-Snowden Radio Sales as assistant to **MANAGER CLYDE MELVILLE**.

**WRIGHT MATTHEWS**, a graduate of the University of Texas Law School, who has been specializing in the practice of Federal income and estate tax law at Houston and before that was assistant to the Commissioner of Internal Revenue, has become a partner in the Dallas law firm of Robertson, Leachman, Payne, Gardere & Lancaster, Republic Bank Building.

**G. F. GOETZINGER**, who has been with the Oil Well Supply Company of Dallas for 32 years, has been advanced from assistant treasurer to treasurer as successor to **A. C. WIMMER**, who has resigned.

**DONALD S. NELSON**, architect, city and air field planning consultant, and former major in the Corps of Engineers, has become associated with **THOMAS D. BROAD**, in the firm of Broad and Nelson, architects, engineers, and planners, with offices in the Burt Building.

**JAMES D. PIPER** has been named district highway engineer for the Portland Cement Association, Tower Petroleum Building.



**Director of Agencies.** Robert Schulman has been elected to the newly created position of vice president and director of agencies of the Reserve Loan Life Insurance Company of Dallas. Mr. Schulman, who has long been active in the life insurance field in the Southwest, will direct all of Reserve Loan Life's agency activities.

**W. H. (ANDY) ANDERSON** has been appointed manager of the White-Plaza Hotel, succeeding **RICHARD P. SANDIDGE**.

There is no finer Investment  
than fine Architecture  
**J. MURRELL BENNETT**

In ANY Event  
SEND FLOWERS

**BURTON'S**  
*Orchids and Flowers*

3323 Oak Lawn Avenue  
CALL L-3161

Operated by  
**BOYD KEITH**

*Picture of Cool Healthful Refreshment*

**BOEDEKER** PURE and Delicious **ICE CREAM**





**Zone Manager.** R. L. Davies, formerly Cleveland zone manager for the Nash Motors Division, Nash-Kelvinator Corporation, has been appointed zone manager in Dallas, succeeding R. R. Comp-

ton, who will continue as Southern regional manager. Before joining the Nash organization in 1940, Mr. Davies was with the Ford Motor Company for 17 years in sales and service capacities. H. S. Baker, formerly district manager at Dallas, has been named assistant Dallas zone manager, succeeding E. D. Hower-ton, who has been transferred to Cleve-land as zone manager.

### D. L. Harrison Acquires Weatherford Printing Firm

D. L. Harrison, a veteran of 30 years experience in printing, has purchased the Weatherford Printing Company, 312 Wholesale Merchants Building, and will operate the business as D. L. Harrison & Sons. Associated with Mr. Harrison, founder of the Southwest Ticket & Coupon Company in 1929, are his two sons, H. M. Harrison and R. C. Dunham, both recently discharged from the Army Air Forces.



**General Agent.** W. T. Dunn, who has 20 years of experience in the life insurance field, has been appointed general agent in charge of the Dallas agency of the Republic National Life Insurance Company, with offices in the Burt Building. A resident of Dallas for 23 years, Mr. Dunn has served as agent and field supervisor.

**Southwestern Glue  
Users Prefer...**

## Indaco Brand Adhesives

"BEST IN THE SOUTHWEST"

MANUFACTURED BY

## INDUSTRIAL ADHESIVE CO.

713 West Davis

DALLAS, TEXAS

Telephone W-0155

## PAINTABLE PERMANENT ACOUSTI-CELOTEX

TRADE MARK REGISTERED

U. S. PATENT OFFICE

### Service Ideals

We, the members of the world's most experienced acoustical organization, are dedicated to these Service Ideals:

Proven ability to diagnose acoustical and noise quieting problems...

Scrupulous honesty in surveys and recommendations...

Considerateness and promptness in contract application work...

Timeless interest in the satisfactory performance of every job.

## S. W. NICHOLS COMPANY

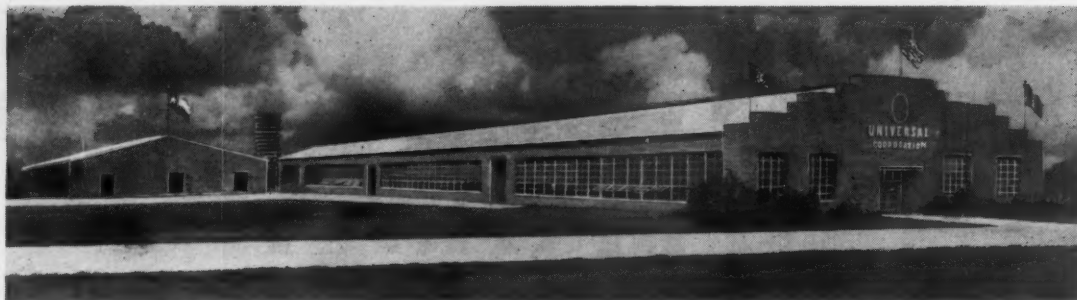
*Acoustical Technicians and Engineers*

DALLAS  
T-3-2166

HOUSTON  
Capitol 6020



**Heads Insurance Women.** New president of the Insurance Women of Dallas is Miss Vera Keyes of the McNeny and Burke agency, who succeeds Mrs. Helen Webster Keith, Floyd West & Company. Other officers are: Miss Ida Mae Bradshaw, Insurors Indemnity & Insurance Company, first vice president; Mrs. Thelma Brannan, Brannan Insurance Agency, second vice president; Miss Beatrice Greenfield, Simons Insurance Agency, recording secretary; Miss Cecile Greene, London Assurance Company, corresponding secretary, and Miss Elizabeth Van Gordon, Cochran & Houseman, treasurer.



## Miracles in Metals!

### Windows of Extruded Aluminum

Universal's engineers have developed a series of aluminum windows, acknowledged to be the world's finest.

Marketed under the trade name of SEALUXE, the commodity casement type Model 40, and the double hung Model 32 embody precision workmanship, beauty, style, and freedom from maintenance and operating problems.

The nationally famous Browne folding-type casement window is also made in quantity production by Universal.

Special design windows, doors, and other building products are manufactured by the Engineering Division of Universal.

The Commodity windows are sold through authorized dealers for residence, commercial and industrial installations.



### Theatre Display Systems

The trend toward the ultra modern, spic-and-span new theatres is squarely met by Universal's famous line of SEALUXE display frames and accessories.

Display frames, matching hardware, factory built box offices and even entire theatre fronts are supplied of glossy, gleaming aluminum.

The aluminum base metal is treated by the "alumilite" process which produces a surface treatment adding eye appeal and resistance to scratches, abrasions, and weather stains.

Sealuxe display frames are installed in hundreds of the nation's finest theatres, located in every state in the Union.

### Commercial Plating

Industrial plants in the Southwest employ the services of our completely equipped finishing plant. Finishes include: Alumilite, colored alumilite, nickel, zinc, cadmium, hard chrome, metalizing, anodizing, parkerizing, bright dip, polishing, painting and enameling, and sand blasting.



# Universal

C O R P O R A T I O N

6710 Denton Drive

Dallas 9, Texas

# TRINITY INDUSTRIAL DISTRICT

"UNDER THE SKYLINE OF DALLAS"

## INDUSTRIAL SITES

MANUFACTURING, BUSINESS AND WAREHOUSE PROPERTIES

### INDUSTRIAL PROPERTIES CORPORATION REALTORS

OWNERS AND DEVELOPERS

401 REPUBLIC BANK BUILDING

DALLAS

CENTRAL-6066

*Spreading the Fame of a well-known Texas name...*



# LIGHT CRUST

*"The Finest of Fine Flours"*

Taking a Texas product to new territory, Burrus Mill & Elevator Company is increasing the distribution of their products despite all war-born obstacles. LIGHT CRUST is a name now known to housewives from the West Texas plains to the Atlantic seaboard. Recent Burrus operations are introducing the Texas-favorite to West Coast housewives. Soon, LIGHT CRUST will be recognized from coast to coast.



**BURRUS MILL AND  
ELEVATOR COMPANY**  
Fort Worth, Texas





S. H. LYNCH



ARTHUR C. HUGHES



E. D. FURLOW

## Lynch Company Officials Mark 25th Anniversary

**A** SILVER jubilee dinner last month at the Dallas Athletic Club marked a quarter of a century of business association for the team of Lynch, Hughes, and Furlow.

The trio, who started out together in Fort Worth in 1921 as exclusive Edison phonograph dealers, are today officers of the rapidly growing importing and distributing firm of S. H. Lynch & Company. S. H. Lynch is president and Arthur C. Hughes and E. D. Furlow are vice presidents.

When the three business associates moved to Dallas in 1923, they continued to operate the Edison dealership for another ten years, and then in September, 1933, they entered the distributing business, handling Grand Prize beer, tobaccos, candies and sundries as their initial lines. In 1934, they became the first distributors of coin-operated phonographs in the United States, acquiring exclusive distributorship of J. P. Seeburg products in six Southwestern states.

It was in 1942 that the S. H. Lynch Company moved into its present four-story building, occupying approximately one-quarter of a block at Pacific and Olive. Schlitz beer was added to its line of products. At the same time the company inaugurated an extensive program of importing British specialties and began pioneering in this country the Hambro Plan of zone marketing, under which it imports merchandise direct to Dallas from England.

W. Owen Slater, representative of the

Hambros Bank of London, maintains offices in the Lynch Building to facilitate operations for the Southwestern area, in which the Lynch company is the exclusive distributor.

The team of Lynch, Hughes and Furlow is entering upon the second quarter century of business association with plans

for an extensive remodeling program. Two new, modern warehouses, on track-age, have already been completed to supplement the home office building, and branch offices of S. H. Lynch & Company have been opened in Houston, New Orleans, Oklahoma City, Memphis, and San Antonio.

**Tom W. Collins**  
*Photography*  
**COMMERCIAL • ADVERTISING • INDUSTRIAL**  
 3709 HAYNIE ★ RIVERSIDE-8746  
 LAKESIDE-3669

### MORE THAN 3000 COMPANIES USE I. C. S. TRAINING

Industry is faced with an urgent need for skilled men. Employers in increasing numbers are turning to International Correspondence Schools for training plans to prepare employees for positions of greater responsibility.

Among Dallas companies who have training agreements with I.C.S. are Dallas Power & Light Company, Lone Star Gas Company, Humble Oil and Refining Company.

A personnel director of a major electrical manufacturing company recently wrote: "We are entirely satisfied with the industrial training agreement that our company entered into with I.C.S. a short time ago. Your progress reports have helped us line up employees for advancement."

### INTERNATIONAL CORRESPONDENCE SCHOOLS

E. LIVINGSTON, Superintendent

1503 Cotton Exchange Building

Phone C-5825



**Republic Vice President.** Commander Gus Cook, who was recently discharged from the Navy and was formerly vice presi-

dent and cashier, and still is a director of the Oak Cliff Bank & Trust Company, has returned to the Republic National Bank of Dallas as vice president. Mr. Cook started his banking career as assistant auditor with the Republic in 1928 and then served as an officer of the Oak Cliff bank from 1933 until his enlistment in the Navy in 1942. Republic National Bank has also elected three new assistant cashiers: Nicholas F. Roberts, head of the foreign department; H. Vinson Grice, assistant credit officer; and James S. Cook, assistant personnel officer.

### LeTourneau Account Goes To Grant Advertising

Grant Advertising, Inc., of Dallas has been selected by R. C. LeTourneau, Inc., of Longview, to handle advertising, promotion, and marketing of the LeTourneau "Tournalayer," widely publicized concrete house-laying machine. Samuel W. Hepworth is account executive.



**Returns to Architecture.** Captain Ralph Bryan of the Navy Seabees has returned to Dallas to resume his practice of architecture, begun in 1925 and interrupted by four years of military service. His office is temporarily at 421 Construction Building. Mr. Bryan has served as president of the Dallas Chapters of the American Institute of Architects and the Texas Society of Architects.

DALE MILLER, Washington representative, Dallas Chamber of Commerce, has been named acting president, Intra-coastal Canal Association of Louisiana and Texas, succeeding his father, the late Roy Miller.

*Old Fashioned*  
**FLAVOR**

*Bluebonnet*  
**EXTRA PALE BEER**

DALLAS - FORT WORTH BREWING COMPANY • DALLAS, TEXAS

*Gaylord Boxes*

**MARY HAD A LITTLE LAMB  
AND SHE SHIPPED IT  
TO MARKET IN A  
GAYLORD BOX**

★

★ **GAYLORD CONTAINER CORPORATION**

★ **Dallas, Texas**

*Corrugated and Fibre Boxes*

Telephone  
**C-7111**

**DALLAS TRANSFER  
and Terminal Warehouse Co.**  
(Established 1857)  
2nd UNIT, SANTA FE BUILDING  
Warehouse, Office and Display Space  
Moving—Heavy Hauling—Packing

*Agents for:*  
H. & N. T. Motor Freight Line  
Lone Star Package Car Company  
Allied Van Lines, Inc.

**PHONE C-7111**

# Who, ME?

## A STATISTIC!



*Yes,* Mr. Auto Driver  
... You and Your Friend—the  
one who rides public transpor-  
tation to work every day—are  
both *Statistics*. And, we must  
depend upon *Statistics* for a  
practical solution to our traffic  
problems.

You represent the  $1\frac{3}{4}$  per-  
sons\* who occupy seat space in  
the average automobile. Your  
*friend* represents the 44 persons  
comfortably seated in a bus.

Your own car, for instance, is  
16 feet long. . . . The bus which your  
friend rides measures 35 feet. . .  
This means that if an average bus  
loaded with seated passengers were  
emptied into automobiles\* it would require  
25 cars occupying 400 feet of street space to  
carry them, in place of one bus occupying 35  
feet!—A SAVING OF 365 FEET IN  
STREET SPACE!

Certainly, elimination of public transpor-  
tation will not cure traffic congestion. . .  
Actually, street cars, buses and trolley coaches  
help to *relieve* rather than *aggravate* con-  
gestion, because they occupy far less street  
space than automobiles carrying the same load.

More and more people are using public transportation. . . It's the *easy, comfortable* and  
*economical* way to get around. . . 367,422 persons in Dallas every day who "go transit" find  
it so.

\*Statistics show that the average  
automobile entering the business  
area of Dallas carries 1.75 persons.

### DALLAS RAILWAY & TERMINAL COMPANY



## You Create A Business

**INSURANCE is the  
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



**CRUGER T. SMITH**

*General Insurance*

R-8624

Magnolia Building

## RANCH FARM CITY LOANS

**Bankers Life  
Company**

Magnolia Building  
— DALLAS —

C. C. Dabney  
Texas Loan Agent

Telephone . . . Central-4147



**"Cradle to Grave" Insurance.** Described as the first insurance company in the nation organized as a direct answer to the Wagner-Murray-Dingell Bill and the threat of socialized medicine, the Insuromedic Life Insurance Company of Dallas, an old line legal reserve company with paid-in capital of \$100,000, has begun operations, with home office at 919 South St. Paul.

Officers are pictured, left to right, Robert J. Kavanaugh, vice president and agency director; R. H. Channell, vice president in charge of claims; Jack Penter, vice president in charge of underwriting; and Pioneer Fisher, president and founder of the company.

Mr. Fisher said that the company's "cradle to grave" policy, providing not only the usual hospitalization but also insurance for accidental and natural death, doctors' bills, surgery, nurse hire, and ambulance service, is the first time in insurance history that such broad coverage has been available under a single contract.

**Dallas Rupe & Son**

INVESTMENT BANKERS

KIRBY BLDG.

DALLAS



LARGEST DISTRIBUTORS OF  
FRESH and FROZEN  
FRUITS and  
VEGETABLES

*in the Southwest*

IDENTIFIED FOR YOUR PROTECTION

**BEN E. KEITH COMPANY**

DALLAS  
LUBBOCK

• ABILENE  
• LONGVIEW

• FORT WORTH  
• WICHITA FALLS

*Distributors Of*  
**WHITE ROCK**  
*And*  
**BUDWEISER**

THE BEST IN FLOWERS

CALL T-9103

**PEACOCK**  
*Florist*

FRANK PERRYMAN



3307 GASTON  
OPPOSITE BAYLOR

FLOWERS WIRED ALL OVER THE WORLD



**Stewart's**  
FOR  
OFFICE SUPPLIES  
EQUIPMENT • STATIONERY

**1523 COMMERCE STREET**

## WE'RE CHANGING OUR NAME

*But Not Our Policy*



**ROGERS COMPANY, Manufacturing Printers and Stationers**  
replaces our seven-year-old name, **Rogers Printing Company**

To meet the needs of our rapidly expanding clientele, new divisions are being established, with new and additional equipment soon to be installed in our new, much larger plant.

There will be no change in ownership and management. The proven policies that have brought Rogers Printing Company recognition as the Dallas printing establishment making the most rapid and substantial growth since organization will continue.

### NEW ROGERS DIVISIONS + Now In Operation

● **OFFICE SUPPLY and STATIONERY DIVISION**

Chas. C. McDaniel, Manager

● **PLANNING and ESTIMATING DIVISION**

Paul Smith, Manager

● **SYSTEM SERVICE DIVISION**

Ed Arends, Manager

**ROGERS**

Formerly  
Rogers Printing Co.

**COMPANY**

408 No. Lamar  
Riverside-5816



**Vice President.** Victor H. Mertz, a former Butler Brothers executive, who opened the Dallas office of C. L. Quaintance & Company for Texas last July and has assumed charge of Southwest operations of the Quaintance Plan, has been elected vice president of the Quaintance firm. Mrs. Ruth Calame has been elected secretary of the Texas corporation.



**Enters Life Insurance.** Tom G. Kirby, who has been with the Pratt Paint & Varnish Company since 1928, has joined the Dallas agency of the Great Southern Life Insurance Company. A past president of the Dallas Wholesale Credit Men's Association, Mr. Kirby first served the Pratt firm as accountant and office manager, later became purchasing agent and credit manager, then was elected a director and secretary-treasurer, and in 1938 was made vice president and treasurer.





**Heads Car Dealers.** New president of the Texas Automotive Dealers' Association is Irvin W. Walls of the Walls Pontiac Company of Dallas. He has been a director and vice president of the organization. J. Bruton Orand of Dallas continues as a member of the board of directors.

ARTHUR COBURN has been elected president, Council of Social Agencies.

**Public Relations Counsel**  
PUBLICITY SERVICE  
*Bernard Brister*  
1306 Liberty Bank Bldg. R-530x

**PAUL G. BENTLEY CO.**  
*Engineers*  
DALLAS • TEXAS  
ELECTRICAL • MECHANICAL • REFRIGERATION  
INDUSTRIAL AND UTILITY ENGINEERS

### Real Estate — Loans —

HOMES AND BUSINESS  
PROPERTIES  
F.H.A. • CONVENTIONAL  
and  
20 Year G.I. Loans

Low interest—prompt, friendly  
service—flexible programs to  
fit your requirements. Com-  
mitments on plans.

**MURRAY**  
INVESTMENT COMPANY  
"Real Estate Financing Since 1908"  
718 Republic Bank Building  
Telephone C-4356

## BOUGHT - SOLD - QUOTED

BANK STOCKS—INSURANCE STOCKS—PUBLIC  
UTILITY, PREFERRED AND COMMON STOCKS—  
CORPORATION BONDS—MUNICIPAL BONDS

*Your inquiries are invited.*

★ Oldest Trust Company in Dallas  
Specializing in Investment Stocks and Bonds



**DALLAS UNION TRUST CO.**

502 DALLAS NATIONAL BANK BLDG.

DALLAS, TEXAS

## Specializing in Sales and Leases of Business Properties



### MAJORS & MAJORS

REALTORS

FIRST NATIONAL BANK BUILDING

Telephone Riverside-3231

DALLAS

## HENRY S. MILLER CO. REALTORS

HENRY S. MILLER, M.A.I.

HENRY S. MILLER, JR.

### BUSINESS AND INDUSTRIAL PROPERTY

Sales and Leases... Appraisals

Loans... Business Property Management

Southland Life Building

Telephone Riverside-9171



**District Manager.** Orville M. Ericksen is manager of the new Dallas district agency of the John Hancock Mutual Life Insurance Company, which has been opened in 634 Irwin-Keasler Building and offers weekly premium as well as all other forms of life insurance. Mr. Ericksen, who has been with the John Hancock Mutual for 12 years, formerly served the company at Sioux City, Iowa, where he was president of the Sioux City Association of Life Underwriters.

Z. STARR ARMSTRONG, director of education and public relations of the Republic National Life Insurance Company of Dallas, has been elected vice chairman of the Southern Round Table of the Life Insurance Advertisers Association.

# So... You're Going Into Business!

As one of the 651 new firms to enter the commercial and industrial picture of Dallas in 1946, you have taken a step that will grow in importance each year of your business life.

Upon you will rest the responsibility of providing a fair portion of the employment needs of our city. Upon you will depend, in a certain measure, the health and prosperity of the business life of the Southwest.

Your business will grow and prosper if given vitality, initiative and integrity from within, certain aids and assistance from without.

As your business grows, so will grow new problems. There will be the constant need of new equipment, enlarged stocks, a greater cash reserve. There will be a need for accumulation of assets... for conversion of these assets to capital for continued operation and growth.

This is where a bank enters the picture. A bank, such as the TEXAS BANK & TRUST CO., experienced in assisting businesses... well versed in the problems of young, growing firms... can be of immeasurable help to you.

Through guidance and counsel from the broad experience of the TEXAS, you will learn how accumulating assets can be converted into bank credit... credit that means cash for you to SAFELY meet your growing financial needs.

*Consult us today... Open an Account NOW... Avail yourself of the opportunity to start your business on a safe, sound bank credit program.*

**Texas BANK**  
& TRUST CO.

MAIN AT LAMAR

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

LOOSE LEAF COVERS • EDITION BINDING  
"WIRE-O AND CERLOX PLASTIC BINDING"

Ask Us or Your Printer

**AMERICAN BEAUTY COVER CO.**

2002 North Field Street R-5179 Dallas

**Metropolitan**  
BUSINESS COLLEGE

58 Years in Dallas

Please phone C-8773 when you need a good stenographer or bookkeeper. Thank you.

## WE CAN HELP SOLVE YOUR PERSONNEL PROBLEMS

With Qualified Men and Women

OFFICE MANAGERS	ENGINEERS
ACCOUNTANTS	SALESMEN
SECRETARIES	TECHNICIANS
DRAFTSMEN	SHIPPING CLERKS

PBX-RECEPTIONISTS

or any type of clerical help for office or factory.

Call Riverside-1042

**WERT**  
EMPLOYMENT SERVICE  
602 Gulf States Building



FOR  
INDUSTRIAL MACHINES  
HUMBLE OFFERS  
*"Custom Built"*  
LUBRICATION

There is no guess work in the selection of a proper Humble lubricant for a specific machine or moving part. Humble's engineering experts have spent years in developing *exactly correct* lubricants for all types of industrial machinery. As the result of this research, Humble is able to supply any industry with the correct lubricants to insure trouble-free,

smoothly operating machines. If we do not have the lubricant in stock to serve your particular needs, our lubrication engineers will develop a special one for you.

Take your lubrication problems to your Humble agent.

HUMBLE

HUMBLE OIL & REFINING COMPANY

TITLE INSURANCE

ABSTRACTS

## HEXTER TITLE & ABSTRACT CO.

VICTOR H. HEXTER  
1215 Main Street

LOUIS J. HEXTER  
Central - 9315

*"Rely on Us and Relax"*



## THOMAS, JAMESON & MERRILL

ARCHITECTS AND ENGINEERS  
CONSTRUCTION BUILDING  
DALLAS 1, TEXAS

## LEO L. LANDAUER and ASSOCIATES

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing  
Design and Supervision  
4801 Lemmon Avenue J-8-9562

Try This Number for Competent Help!...

# C-5181

## SACKS EMPLOYERS SERVICE

Texas' Oldest Employment Service  
1804 1/2 MAIN STREET

Specializing in  
ACCOUNTANTS... SECRETARIES... OFFICE... SALES  
CLERICAL AND TECHNICAL HELP

Serving Dallas Employers 27 Years



## LOANS LIKE THESE

MAKE MONEY  
FOR MANY BUSINESSES

We seek the opportunity  
to extend the experience and resources of  
this bank in arranging loans to business  
firms that are planning forward steps.

You will find us ready and willing to  
furnish business concerns, small or large,  
with short term or time money.

Any discussion you have with any of  
our officers regarding your financial plans  
will be held in strictest confidence. Your  
immediate requirements will be supplied  
promptly.

- replenish working cash
- discount bills and pay taxes
- buy new tools and equipment
- buy materials and supplies
- construction loans
- modernize stores and offices
- provide instalment financing of your product through dealers
- finance inventory and receivables
- finance imports and exports

# The Dallas National Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

## Dallas War Dads Plan July 4 Fireworks Exposition

Dallas' Independence Day celebration will include a spectacular Fourth of July fireworks display in the Cotton Bowl at Fair Park, now being planned by the Texas Chapter No. 1, American War Dads, under the direction of Nettles F. Nelson, general chairman of arrangements.

The Dallas War Dads will present the Ralph Rhoades Fireworks Production of Kansas City, entitled "The Sweet Land of Liberty." Profits from ticket sales will be used to finance the Dallas Chapter's recreational and rehabilitation work for veterans in Dallas County.

The program will be opened at 7 p. m. with patriotic music played by the Texas State Guard band under the direction of Ralph Beck, and will include songs by Opal Hackler and James Burdette, WFAA singer, and an address by H. Roe Bartle of Kansas City, national executive director of the American War Dads. The fireworks production, including a version of the atomic bomb and other rocket and shell exhibits, will be climaxed with displays picturing the Statue of Liberty, George Washington, President Truman, Governor Coke Stevenson, General Dwight Eisenhower, the Marines raising the U. S. flag over Iwo Jima, and a salute to Texas.

## GRAYSON GILL

Architect and Engineer

306 Great National Life Building

## REAL ESTATE LOANS

CITY—FARM—RANCH

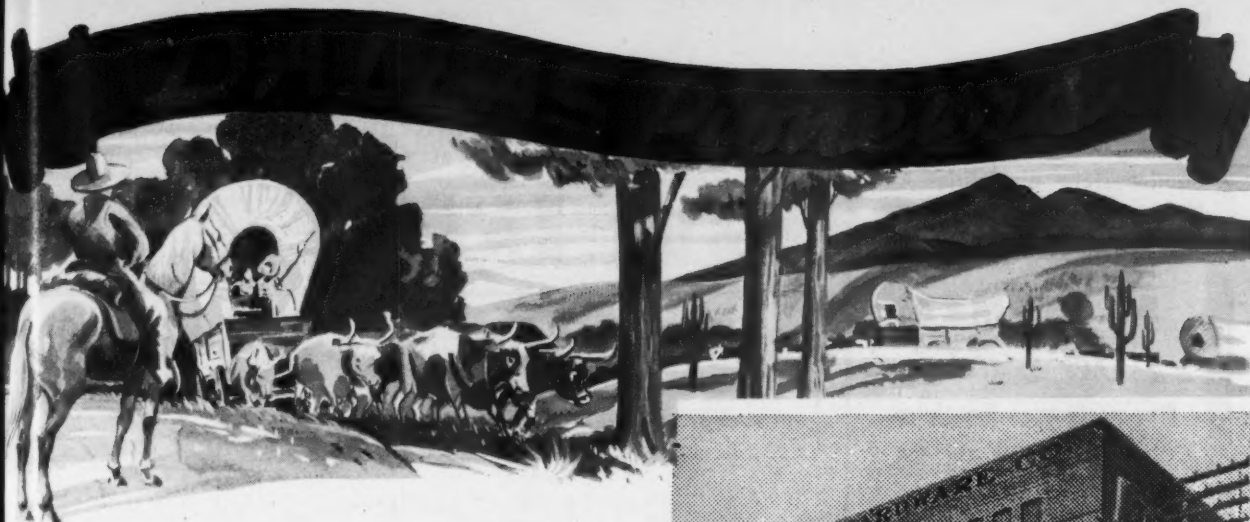
Long Term  
Low Interest  
Liberal Options  
Prompt Service  
No Charges

F.H.A. or Conventional City Loans. Commitments on building plans and specifications.

*John Hancock*  
Life Insurance Company

Over 83 Years Friendly Service

E. H. DAVIS, Loan Agent  
Dallas, Texas C-9066



## BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1872 HUEY & PHILP**

Wholesale Hardware

Established

**1885 W. J. LAUTHER MILLS**

Manufacturers of Poultry and Stock Feeds

**1872 WAPLES-PLATTER COMPANY**

White Swan Fine Foods

**1888 SUTTON, STEELE & STEELE, Inc.**

Engineers and Manufacturers  
Specific Gravity Electrostatic  
and Centrifugal Separators

**1874 BOLANZ & BOLANZ**

Real Estate and Insurance

**1889 NATIONAL BANK OF COMMERCE**

Banking

**1876 CHAS. L. DEXTER & CO.**

Insurance  
Oldest Agency in Dallas

**1889 WATSON COMPANY**

Contractors and Builders

**1876 ED. C. SMITH & BRO.**

Mortuary, Ltd.  
Funeral Service

**1891 SOUTHWESTERN PAPER COMPANY**

"Everything in Paper"

**1892 EXLINE-LOWDON CO.**

Lithographers and Printers

**1879 CLARKE & COURTS**

Retail Stationers  
Lithographers, Printers and Engravers

**1896 BRIGGS-WEAVER MACHINERY CO.**

Industrial Machinery and Supplies



A Dallas mercantile scene in 1881 showing the second home of the Huey & Philp Hardware Company. This pioneer Dallas firm was organized in 1872, the same year two railroads entered the city. The horse and buggy concentration centers around the corner of Elm and Griffin Streets.

Established

**1897 SHUTTLES BROS. & LEWIS, Inc.**

Wholesale Jewelers  
Serving the Southwest for 49 Years

Established

**1898 THE PRAETORIANS**

Life Insurance Service

**1897 ANDERSON FURNITURE CO.**

Dallas' Oldest Furniture Store

**1898 HAVERTY FURNITURE CO.**

Furniture

**1898 LANG'S FINE FLOWERS**

The Southwest's Foremost Florists  
Decorators, Nursery Landscape Service

**1900 AUSTIN BROS. STEEL COMPANY**

Steel for Structures of Every Kind



## PHOTOSTAT PRINTS

Southwestern Blue Print Co.  
1801 Commerce Street Phone C-8084

## SALESMEN For Sale!

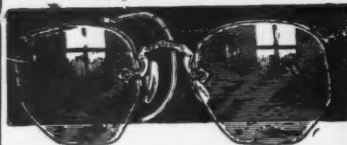
Why waste your time inter-  
viewing many men to find  
one good salesman?

We average testing 15 men  
who think they can sell to  
find one who will be a leader  
on Your sales force

Call or Write  
For Full Information

### VOCATIONAL TESTING LABORATORY

2019½ Main Street C-4712



## EYE GLASSES

All complete  
for as low  
as ..... **\$6<sup>95</sup>**

1927 Main Street Store  
OPEN SUNDAYS TILL 1 P.M.

## MAIN OPTICAL CO.

1927 Main Street  
5401 East Grand Avenue  
2002 Greenville Avenue  
336 West Jefferson

### Dale Miller

(Continued from Page 7)

Chamber of Commerce endorsed the forthright statement from two points of view. Some commented on its impressive economic arguments and others on its political implications, but opinion was uniformly favorable in both respects. As

Congressman Luther A. Johnson of the Corsicana district wrote: "This is one advertisement that is justly deserved, and I congratulate the Chamber of Commerce upon the progressive spirit which prompted them to have it inserted in the Washington and New York papers."

## WYATT C. HEDRICK

Architect and Engineer

519 W. Davis Telephone Madison 6185



Typewriters  
Adding Machines  
Repairs and  
Supplies

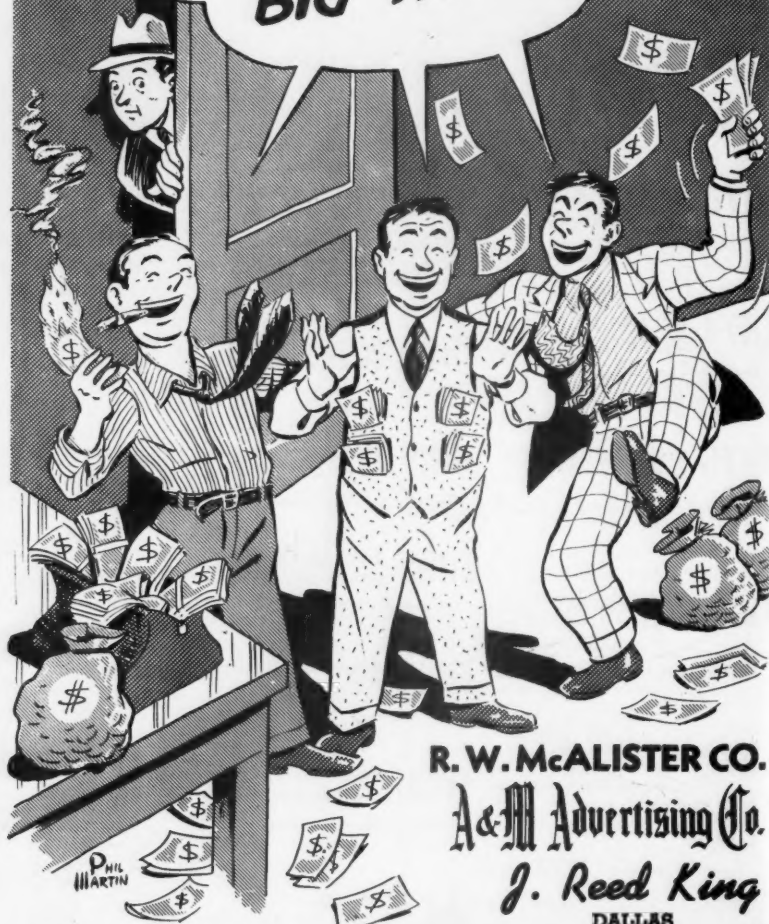
S. L. EWING CO.

1919 Main Street

C-5401

Dallas

WE GOT IT  
ALL SELLING  
CARTOON ADS  
FOR THE  
BIG THREE!



R. W. McALISTER CO.

A&M Advertising Co.

J. Reed King  
DALLAS





ANNOUNCING A NEW PUBLICATION . . .

# DALLAS BUSINESS

*"The Businessman's Newspaper"*

A WEEKLY NEWSPAPER PATTERNED AND CUT TO  
THE NEEDS OF BUSINESS AND INDUSTRY IN DALLAS

## DALLAS BUSINESS

WILL MAKE ITS INITIAL APPEARANCE

**FRIDAY, JUNE 14**

WATCH FOR IT . . . READ IT

### EDITORIAL STAFF

A small but capable staff will operate DALLAS BUSINESS. Among others,  
the staff includes:

**Publisher** . . . . . GORDON C. BROWN  
Former Dallas newspaper man and former staff member of the  
the Dallas Chamber of Commerce.

**Editor** . . . . . WILLIAM S. ALLEN  
Well-known research consultant and business news writer.

### ADVERTISING

DALLAS BUSINESS believes that it offers the advertiser the best and most economical medium for reaching the richest and most frequent purchaser of merchandise and services—the Dallas businessman. Advertisers whose messages are directed primarily to the businessman will find DALLAS BUSINESS an eloquent, powerful sales agent.

### CIRCULATION

Circulation of DALLAS BUSINESS at the outset will be approximately 5,000. Distribution will be by mail to the business and professional leaders of Dallas—on every subscriber's desk every Friday morning. Subscription: \$4 per year.

### FORMAT

Tabloid size. Five columns to the page; 2-inch columns, 16 inches in depth. Printed on newsprint.

### STATE PUBLISHING COMPANY

GORDON C. BROWN

DR. C. T. PEEK

101 North Second Avenue—Phone C-6815

Dallas 1, Texas

**OUT FRIDAY, JUNE 14 . . . WATCH FOR IT!**



### EDITORIAL CONTENT

DALLAS BUSINESS will carry all the news, amply illustrated with photographs and drawings. No murder stories. No general news. Just business. Here are some of the fields to be covered:

#### GENERAL

New Businesses  
Expansion of Present Businesses  
New Buildings and Stores  
Construction Projects  
New Products  
Stockholders' Meetings  
Board Meetings

#### ANALYSIS

Business Trends  
Consumer Trends  
Retailing  
Wholesaling  
Manufacturing  
Supplies  
Raw Materials  
Production  
Labor  
Foreign Trade  
Real Estate

#### STATISTICS

Sales  
Consumer  
Financial  
Construction  
Real Estate

#### GOVERNMENT

Taxation  
Legislation  
Agency Rulings, Interpretation

#### REAL ESTATE

Major Transactions  
Developments

#### CONSTRUCTION

Major Projects  
Building Permits  
News of Contractors  
News of Architects

#### FINANCIAL

News of Banks  
News of Insurance Companies  
Dallas Securities

#### TRANSPORTATION

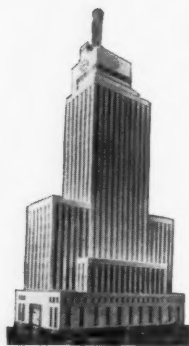
Railroads  
Airlines  
Bus Lines  
Motor Freight

#### REGULAR FEATURES

Trade Publication Review  
Dallas Security Notes  
Transportation Timetables

# 2 MODERN BANKING SERVICES

*to Save Business Firms  
Time and Money*



## 1 Deposits by Mail

DEPOSITING BY MAIL is no longer confined to personal checking accounts. Now, even good-sized business firms whose receipts are principally in checks are depositing by mail in our bank. Deposits can be mailed at any hour and receipts are mailed promptly. Call or write for a supply of our combination deposit slip envelopes.

## 2 Drive-in Service

OUR DRIVE-IN DEPOSIT SERVICE is very popular with firms who collect considerable cash. They simply drive right into our building through the Commerce St. entrance and on up to the tellers' windows, make their deposits, and drive right on out of the building to Main St. This saves the time and trouble of car parking.

# MERCANTILE NATIONAL BANK

Member Federal Deposit Insurance Corporation

RESOURCES OVER \$150,000,000

